...RY 13, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and ...vision

TELECASTING

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
FEB 13 1950
DETROIT

this cover cost WOR $600.00 to tell you—

...that one sponsor made $8.00 in sales for every dollar he spent on WOR.

...that the sponsor of a one-minute commercial talked to 11—yes, 11!—people for every penny he spent on WOR.

...that over 44% of all spot advertising placed in New York is placed on WOR.

But (we're referring to the cover's cost) it's worth it...
and it's worth your time to phone or write

WOR

—that power-full station at 1440 Broadway, in New York

Ace Aerialists

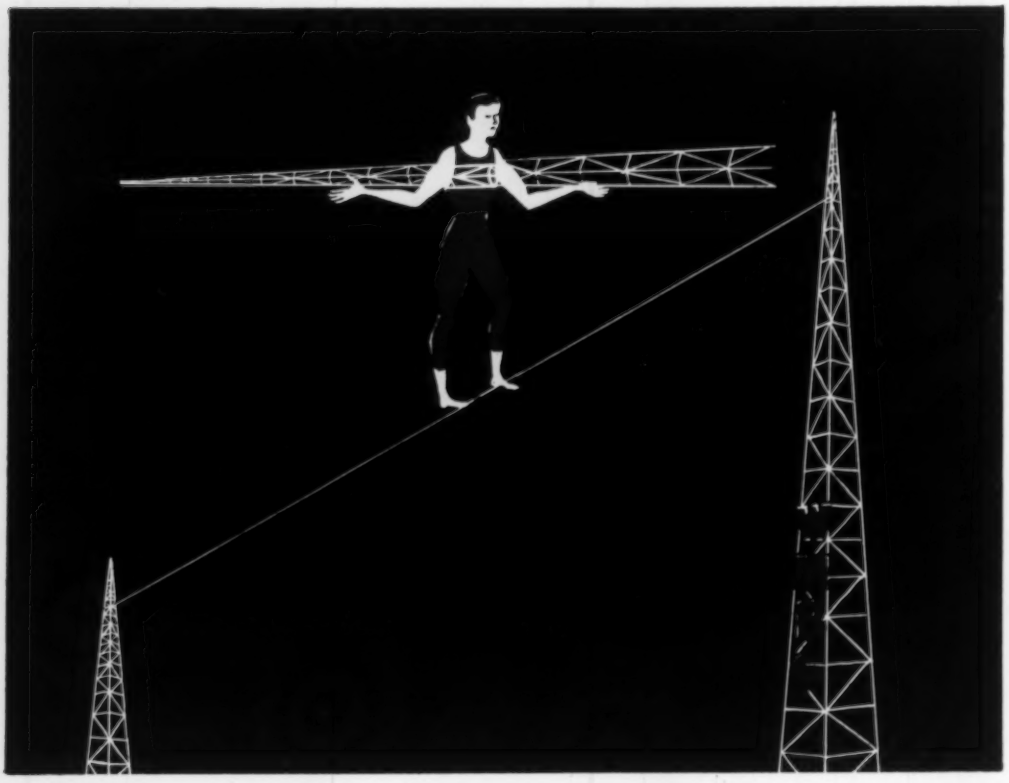
Mastery in the air combines experience, skill, initiative, and split-second timing.

Who on the Virginia broadcast scene best epitomizes these qualities?

Who but WMBG . . . first in Virginia to broadcast a commercial program, first to broadcast during the daylight hours, first to install a merchandising department, holder of many firsts.

Who but WTVR . . . the South's first television station, first in the nation to sign an NBC affiliated contract.

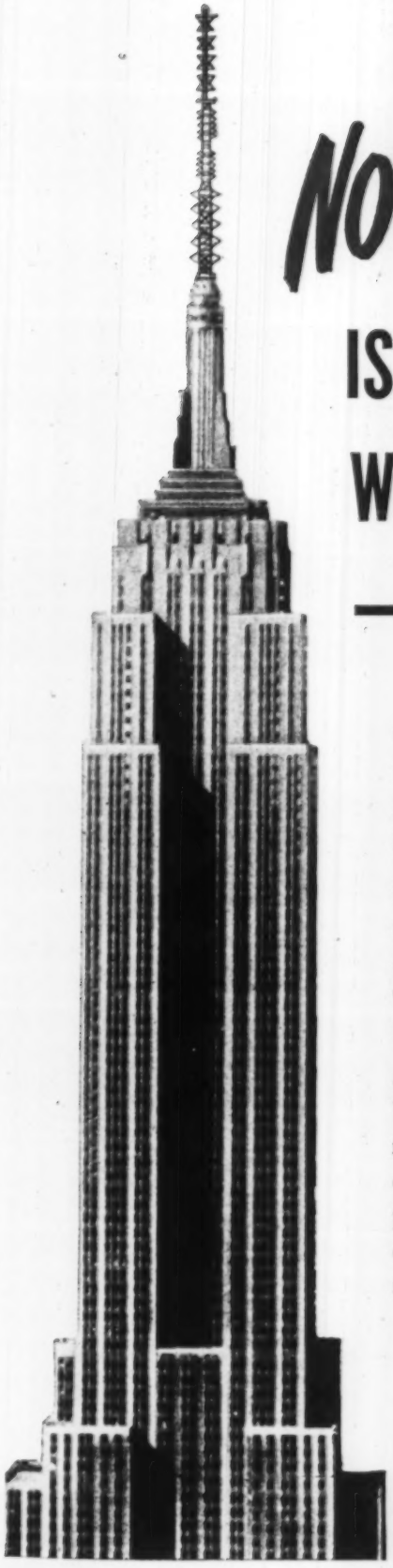
Who but the Havens & Martin Stations, FIRST STATIONS OF VIRGINIA.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



Now! WJZ-TV

IS TELECASTING FROM THE WORLD'S TALLEST BUILDING —THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building . . . the highest building in the world . . . the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It's the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world's Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—*everything* under one huge roof to save you time and money in television production!

WJZ-TV CHANNEL 7 NEW YORK

American Broadcasting Company

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BROADCASTING at deadline

Closed Circuit

SHARP revisions in promotion film "Lightning That Talks" were indicated last week following preview at NAB board meeting at Chandler, Ariz. Preponderant view was that film, produced by All-Radio Presentation Committee, as distinguished from NAB, required radical surgery, and several directors have announced intention of postponing or canceling presentation in their area unless sweeping changes are made.

IN RE "Lightning" NAB board acted to make known its views to All-Radio Presentation Committee and to networks which had helped underwrite project (Mutual did not participate). Sequence dealing with newspaper readership versus listening drew strongest criticism.

BBDO, New York, preparing spot announcement campaign for Jelke Good Luck margarine, Chicago, to start late February and early March.

SAME AGENCY also has recommended radio and TV spot schedule for early spring to United Fruit Co. Definite decision for all media expected early this week.

WITH VIEW of utilizing economic knowhow of Richard P. Doherty, its labor relations and

(Continued on page 90)

Upcoming

Feb. 15-17: Radio Mfrs. Assn., Stevens Hotel, Chicago.
Feb. 17: California State Broadcasters Assn., Roosevelt Hotel, Hollywood.
Feb. 20-24: House Interstate & Foreign Commerce communications subcommittee hearing on radio bills, Washington.
Feb. 23: Illinois Broadcasters Assn., Springfield, Ill.

(Other Upcomings on page 78)

Bulletins

ELECTION of two new vice presidents of Broadcast Music Inc. announced Friday. Roy Harlow, former director of station relations, becomes vice president in charge of station relations, and Jean Geiringer, active in foreign business of BMI, becomes vice president in charge of foreign relations. New officers elected at meeting of board of directors, which also approved BMI's 10th anniversary celebration, reaching peak at NAB convention April 12-19.

ELGIN AMERICAN Division of Illinois Watch Case Co. appoints Russel M. Seeds Agency, Chicago, to handle estimated $1 million account. George Bayard, executive vice president, is account executive. Media details to be set in fortnight; both radio and TV expected to be used as in the past.

Business Briefly

FALSTAFF BUYS ● Falstaff Brew Corp. will sponsor Meredith Willson show, th times weekly, quarter-hour transcribed, in s cial 40 station market in more than 20 sta [CLOSED CIRCUIT, Jan. 30]. Mr. Wilson double as maestro and emcee. Agency: Danc Fitzgerald-Sample, New York.

UNIVERSAL PROMOTES ● Universal-I ternational, New York, ready to use spot a nouncements in most key cities to promo motion picture, "Francis." Budget for fi said biggest in company's history, topping e penditure on "The Egg and I," greatest to da

FILM DEBUT DEFERRED; ANNUAL DINNER PROPOSED

PREMIERE showing of All-Radio Presentati film, "Lightning That Talks," slated March in New York, postponed Friday. All-Rad planning committee to meet Tuesday in Ne York to consider changes proposed by NA board after Chandler, Ariz., preview, accor ing to Gordon Gray, WIP Philadelphia, pre dent of All-Radio.

NAB board members invited to take pa in re-editing discussion. New York launchi dinner has portents of becoming annual eve at which radio would fete customers and pro pects with such talent as Bob Hope, Arth Godfrey and Fred Waring's troupe in line.

NAB Board Votes Million Dollar Coverage Plan

NAB BOARD at closing meeting at Chandler, Ariz., Friday voted to proceed with plan for organization of new million dollar Audience Measurement Corp. to succeed Broadcast Measurement Bureau, expected to commence dissolution next month (see early story page 19).

Board adopted report submitted by NAB General Counsel Don Petty for BMB, providing for cooperation with advertisers and agencies in creation of new all-inclusive corporation. Next step is formal meeting of BMB tripartite board in early March to evaluate Study No. 2, released Jan. 31, and begin dissolution. Emphasis was placed on protection of NAB $100,000 loan to BMB in dissolution process, which would include payment of obligations and securing of BMB's physical assets and properties.

Five well-known broadcasters have expressed to President Justin Miller their willingness to serve as incorporators of new company. They are J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, and Clair R. McCollough, Steinman Stations.

Report states that upon approval of advertisers, agencies and broadcasters who will be incorporators, articles of incorporation will be filed in Delaware, and first meeting of new board will be authorized to adopt by-laws. Proposed corporation would have $1 million authorized capital. All stock would be $10 par, common.

Formal SEC procedure probably not necessary if no more than 30,000 shares are sold during any one year. Taking over of BMB activities, assets and liabilities, Mr. Petty said, will depend upon (a) acceptance of second BMB study; (b) extent of financing of new corporation; (c) action of board of directors of BMB and new corporation.

Decision to appoint a general manager completed work of NAB's Structure Committee, which has had project under way for more than year.

New organization chart of NAB evolved as result of board action at Chandler meeting Friday, which authorized appointment of newly-created post of general manager and elimination of Radio Division, looks like this: At top level, President Miller, to whom new general manager reports. Bracketed under general manager at same level are Television, BAB, secretary-treasurer, and FM. At second level, still reporting to general manager, are engineering, employe-employer relations, government relations, public affairs, research and legal.

Selection of person to fill general managership subject to board confirmation. Board was probing for names last Friday, and it was indicated that selection would be made outside present staff, although this was by n means definite. Maximum salary is $25,00

Special meeting of NAB board will be hel co-incident with annual convention in Chicag next April to confirm selection of new genera manager.

Board agreed tentatively that annual serie of district meetings should start shortly afte Labor Day and continue through October, wit interval in November of about 20 days t allow for national political elections and fo regular quarterly board meeting.

Commenting on board action, Judge Mille said:

"The need for a person to assist me i administering association affairs becomes ev dent when one remembers that I spent all bu 50 of the working days in 1949 outside o Washington, principally on district meetings and speaking tours in behalf of our members."

Board authorized Judge Miller to appoin staff members for terms longer than one yea

Immediate audit of NAB's books was ordered The auditing system will be revised to accom modate accruals from BAB revenues fro sale of its services.

Board, after hearing report on Lorain-Mans field anti-trust case, decided against partici pation at this time. Similarly, board marke time on occupation tax cases, stemming fro

(Continued on page 90)

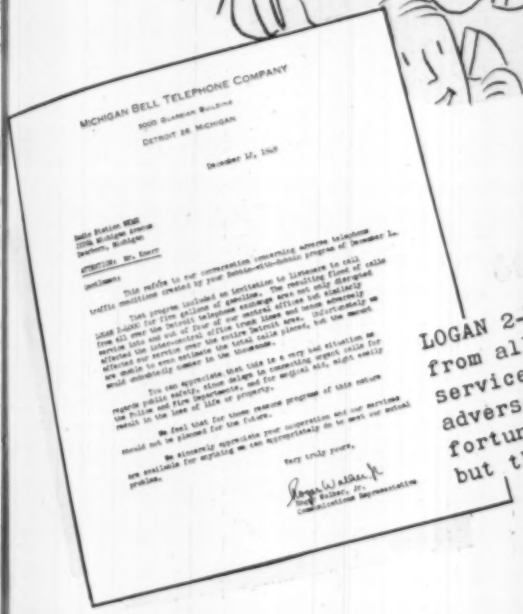
XUM

The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result? . . . .

the calls that cracked The Michigan Bell . . .

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please . . . never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.



MICHIGAN BELL TELEPHONE COMPANY
1000 Guardian Building
Detroit 26, Michigan

December 12, 1949

Radio Station WKMH
Dearborn, Michigan

Attention: Mr. Knorr

Gentlemen:

Traffic conditions created by your Detroit-wide broadcast program of December 1,

This refers to our conversation concerning extreme telephone

That program included an invitation to listeners to call
from all over the Detroit telephone exchange area . . . disrupted
service . . . affected inter-central office trunk lines, and hence
adversely affected our service over the entire Detroit area. Un-
fortunately we are unable to even estimate the total calls placed,
but the amount would undoubtedly number in the thousands.

We feel that for those reasons programs of this nature

We sincerely appreciate your cooperation and our services

very truly yours,

Area Manager

Commissioner Representative

LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives

Cut YOURSELF A PIECE OF CAKE—

as large a piece as you choose!

● Flint's huge $288,000,000 retail sales cake is well worth cutting and WFDF's sales knife is the tool to use to get your share!

Why? Because the majority of Flint's retail sales go to advertisers on WFDF for a very good reason:

According to Hooper, more Flint trading area radios are tuned to WFDF morning, afternoon and night than to all four of the other local stations combined! Through the day, WFDF has two to five times as many listeners as any other local station.

And remember this! Prosperous industrial activities in Flint make possible the exceptionally high $5,764 *average effective buying income per Flint family.*

For a sizeable share of Flint's big retail sales use WFDF and cut yourself a piece of cake—as big a piece as you choose!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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IN THIS BROADCASTING . . .

NAB Board Gives Plenary Powers to Miller .. 19
Stations Protest Free Time Tactics 19
WNBC-WNBT (TV) Sales, Program Split 20
Packard Readies 250-Station Campaign 20
Cuban Shuffle Revives NARBA Optimism 21
SCOTUS Hits FCC Contract Meddling 21
The Old and New West Help Sell Borax 22
Suit Filed in D. C. to Test TR Legality 24
Radio Rallies for March of Dimes 25
Foreign Language Stations Form Network 26
BAB Tips on Bank Advertising 28

Telecasting Section and Index, page 51, 53

DEPARTMENTS

Agencies	8	Network Accounts	10
Allied Arts	48	News	47
Commercial	45	On All Accounts	14
Editorial	40	Open Mike	50
FCC Actions	80	Our Respects to	40
FCC Roundup	88	Production	46
Feature of Week	14	Programs	83
In Public Interest	87	Promotion	44
Management	42	Radiorama	36
Milestones	89	Technical	49
New Business	10	Upcoming	78

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Allen Riley.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HE*mpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

*417 Harbour Commission Bldg. ELgin 0773
James Montagnes.

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* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Memo to

WORLD-Affiliate Stations!

Another sensational money-making series --- exclusive in your World Program Service Library --- will be mailed to you on February 17th --- Watch for it!

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

HOWARD STEELE JOHNSON appointed manager of public relations Cunningham & Walsh Inc., New York. He served in varied publicity public relations activities with C & W's predecessor, Newell-Emett C

ELAINE WALL BROWN, formerly with press department of MBS, named rector of radio publicity and promotion by Dancer-Fitzgerald-Sample Inc., N York. She succeeds **PAT SWEENEY,** resigned to form his own public relati firm [BROADCASTING, Feb. 6].

FRANK BLUMER, formerly sales promotion director for WJW Cleveland before that with Foster & Davies Inc., Cleveland, rejoins Foster & Davies head of newly formed client-service section.

MARLEN E. PEW Jr., for past eight years director of public relations Maxon Inc., Detroit, resigns to open his own public relations organization 415 Lexington Ave., New York.

WILLIAM J. McKENNA Jr., formerly with Young & Rubicam and McCa Erickson, New York, joins copy department of Duane Jones Co., same city.

RICHARD N. MELTZER and **CLARENCE B. HOROWITZ** form Consolida Adv. Agency Inc., 785 Market St., San Francisco. **EVELYN A. LADD** nam media director.

HAROLD M. MITCHELL, with Alfred J. Silberstein, Bert Goldsmith I New York, since 1939, appointed vice president and member of the board of fir

NEWTON O. WASSON and **JOE ROACH** join Tatham-Laird Inc., Chicago, members of merchandising and copy departments, respectively.

RICHARD TEVIS, partner of recently disbanded Boone, Sugg, Tevis & Wald San Francisco, joins Knollin Adv., same city, as account executive.

FREDERICK W. REYNOLDS Jr., with Lennon & Mitchell copy staff eig years, appointed vice president in charge of copy.

KARL SCHULLINGER, former manager of Pedlar & Ryan Hollywood offi joins Young & Rubicam, New York, as radio and television supervisor. Pri to his association with P&R, he was with Foote, Cone & Belding, New York, manager of radio department and account executive on Lucky Strike accou and before that he was with CBS.

LOUIS FAUST, formerly timebuyer with William Esty, New York, joi Biow Co., same city, in similar capacity.

HAROLD D. ROACH, formerly manager of Benton & Bowles Inc., Toron and **WILLIAM E. BARFOOT,** formerly of J. J. Gibbons Ltd., Toronto, jo Toronto office of Young & Rubicam Ltd., as account executives.

JOHN G. DAVIS, formerly sales manager with Phillips & Assoc., Los Angel (art service), joins W. B. Geissinger & Co., that city, as account executi Another addition to agency is **JO JACOBS,** formerly with KOOL Phoen as executive assistant.

JOSEPH R. WALLACE, previously with Lever Bros. as chief analyst in mark research department, joins staff of Harold Cabot & Co., Boston.

LEWIS G. KAY, sales executive for WJAS Pittsburgh for past 18 years, joi Pete Wasser Co., Pittsburgh as vice president and treasurer. **WILLIAM PHILLIPS,** with Wasser Co. for past year, named junior member of fir which becomes Wasser, Kay & Phillips Inc.

EDWARD HERBERT joins Campbell-Mithun, Chicago, as account executi He worked previously on account staff of W. W. Garrison Agency, same ci

BOB BAUMRUCKER, formerly head of his own agency in San Jose, Cal joins BBDO, San Francisco, as account executive. His former San Jose a counts will be serviced in the future by Benet Hanau & Assoc., that city.

WAYNE TISS, vice president in charge of Hollywood office of BBDO, is New York for month's conferences during which time he will attend annu agency convention.

PHILIP WHITE, account executive at Needham, Louis & Brorby, Chica appointed chairman of publicity committee which will cooperate with Illino Div., American Cancer Society, in its fund-raising drive which starts April Working with him will be **WALTER SCHWIMMER,** president of Radio Fe tures; **BUCKINGHAM GUNN** of radio-TV department at Foote, Cone Belding; **HOWARD B. KETTING,** vice president, Ruthrauff & Ryan, a **WILLIAM HOLLANDER,** advertising-publicity director of Balaban & Ka theatre chain which owns WBKB (TV) Chicago.

Grocers Valentine

KAY WEST
winner
of the
"Life-Line
of America"
Trophy

presented
by
Grocery
Manufacturers
of America,
Inc.

Pictured with Kay West at G.M.A. reception at Waldorf-Astoria are (left) Mr. Paul S. Willis, President Grocery Manufacturers of America, Inc., (right) the Honorable Clark Clifford, Special Counsel to the President of the United States.

AGAIN the selling power of KEX gains *national* recognition! "For outstanding interpretation of the Food Life-Line of America" the Grocery Manufacturers of America award First Prize to Kay West, whose participation program (1:30-2:00 PM, Monday through Friday) is *must* listening with so many women in Oregon and Washington.

Whatever your product, you can attract a tremendous Pacific Northwest audience through the program power and kilowatt power of Portland's KEX! For availabilities, check KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

YOU'RE IN GOOD COMPANY with participations on the "Kay West" Program:
Grand Central Market • Celanese Corporation • Nalley's Potato Chips • Fleischmann's Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company

KLZ

DENVER'S No. 1 HOOPER STATION

Look at KLZ's audience increase!

Mornings . . . 44.7% Increase
Afternoons . . 21.3% Increase
Evenings . . . 41.9% Increase

Source: Hooper Index, Nov.—Dec., 1948 and 1949

MORE THAN EVER ...Your Best Buy in the Rocky Mountain Market

KLZ
DENVER
5000 W CBS 560 KC

Represented by
THE KATZ AGENCY

New Business

ALLIED KNITTING MILLS (Fashionkit ties) buys all available spots WGYN (FM) WGHF (FM) and WFDR (FM), all New York, in connection with airing of basketball games which Allied is sponsoring carried New York independent FM stations [BROADCASTING, Jan. 30].

JOHN WOOD Co., Chicago and Conshohocken, Pa. (Penfield and Mer automatic water heaters), enters radio and TV for first time Feb. 17 wh it releases one-minute TV spot, six one-minute recorded commercials and fa station breaks to its wholesalers and dealers nationally for co-operat sponsorship. Additional broadcast advertising may be used later. Agenc Waldie & Briggs, Chicago. **Peter Frantz** is account executive.

IDAHO CREAMERIES, Boise, Ida., (Arden milk & Sunfreeze ice cream), a points Ross Jurney & Assoc., Salt Lake City, to handle advertising and begi sponsorship of *Story Princess*, children's show, over network of southern Ida stations. Account executive is **A. H. Garrigues.**

ALTES BREWING Co., Detroit, purchases total of 1,040 five-second spot a nouncements, and 560 chainbreaks over WXYZ Detroit. Spots are to be carr between today (Feb. 13) and end of year. Agency: McCann-Erickson, Detro

LOUIS L. LIBBY FOOD PRODUCTS, Long Island, N. Y., appoints Paris Peart, New York, to handle advertising of its line of pre-cooked frosted foo Test campaign which includes radio currently being used in New England.

HAPPINESS TOURS Inc., Chicago, sponsoring *Crusade in Europe* on WEN TV (ABC) Chicago for 26 weeks, Sunday, 3:35-4 p.m. (CST) through Eng Adv., same city.

BOSCO, New York (chocolate milk drink), through Robert W. Orr & Asso New York, starts advertising campaign using participation programs in follo ing markets: One in New York, one in New Haven and four in Boston.

L'CHAYIM KOSHER WINE, Fresno, launches spot campaign, through C Corp. in major national markets including New York, Chicago, Milwaukee, S Francisco and Los Angeles. Biow Co., San Francisco, is agency directi campaign.

Network Accounts • • •

GREEN SPOT Inc., Los Angeles (canned orangeade), Feb. 1 renewed f four weeks Tues., Thurs., quarter-hour sponsorship of half-hour *Surpri Package* on 14 ABC Pacific stations and plans to expand to five quarte hours weekly on 70 stations in 12 states. Agency: Philip J. Meany Co., L Angeles.

S. C. JOHNSON & Son, Racine, Wis. (wax) to sponsor *Fibber McGee & Mo* on TV if March 1 Hollywood audition is favorable. Program would live in Hollywood, kinescoped in East, starting in September. Agenc Needham, Louis & Brorby, Chicago.

PILLSBURY MILLS Inc., Minneapolis, buys sponsorship of 10:15-10:30 a segment of hour-and-15-minute *Arthur Godfrey Time* on alternate days CBS beginning April 10. Agency: Leo Burnett Co., Chicago.

VACUUM FOODS Corp., New York (Minute Maid products), March 6 sta sponsorship of quarter-hour weekly *This Is Bing Crosby* on seven CBS C fornia stations, Monday, 2:30-2:45 p.m. (PST). Agency: Doherty, Clifford Shenfield Inc., New York.

Adpeople • • •

J. HARRY APELER, former southern regional sales manager for Lever Br Atlanta, appointed eastern regional sales manager with headquarters in N York; **HERMAN L. WIENEKE**, formerly Philadelphia division sales manag succeeds Mr. Apeler in Atlanta, and **H. HOWARD YATES**, formerly field sup visor in Houston division, becomes Philadelphia division sales manager, follow Mr. Wieneke.

HOMER REPLOGLE, formerly national sales manager, promoted to ne created position of vice president in charge of trade relations of Americ Home Foods. **LAWRENCE J. SAUERS**, eastern regional manager, succeeds Replogle as national sales manager. **EVERETT B. ALLEN**, sales control ma ager, promoted to merchandising manager of American Home Foods.

The

ARROWHEAD NETWORK

WEBC - Duluth-Superior
WISC - Madison
WHLB - Virginia
WEAU - Eau Claire
WJMC - Rice Lake
WMFG - Hibbing

Covering 453,114 Radio Homes in Minnesota and Wisconsin

announces the appointment of

RA-TEL
REPRESENTATIVES, INC.

as national representatives
effective February, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

St. Paul-Minneapolis Representatives
Bulmer & Johnson

Marlin E. Smythe
National Sales Manager

WEBC
Duluth-Superior

where everyone in radio hangs his hat...

It's symbolic, of course—but it's also true. BROADCASTING-TELECASTING is the common meeting ground of everyone concerned with radio and TV, and it's been that way since back in 1931 when the first issue of BROADCASTING came off the press.

There are a lot of measurements that traditionally gauge the success of a publication. You can apply them, one by one, to the stature of BROADCASTING—and the result is consistently good.

But the one we like best... the one we think makes the most significant sense... is the way BROADCASTING appeals with equal magnetism to all the *different* groups of people who depend on broadcasting for their livelihood. It's a *balanced* kind of circulation.

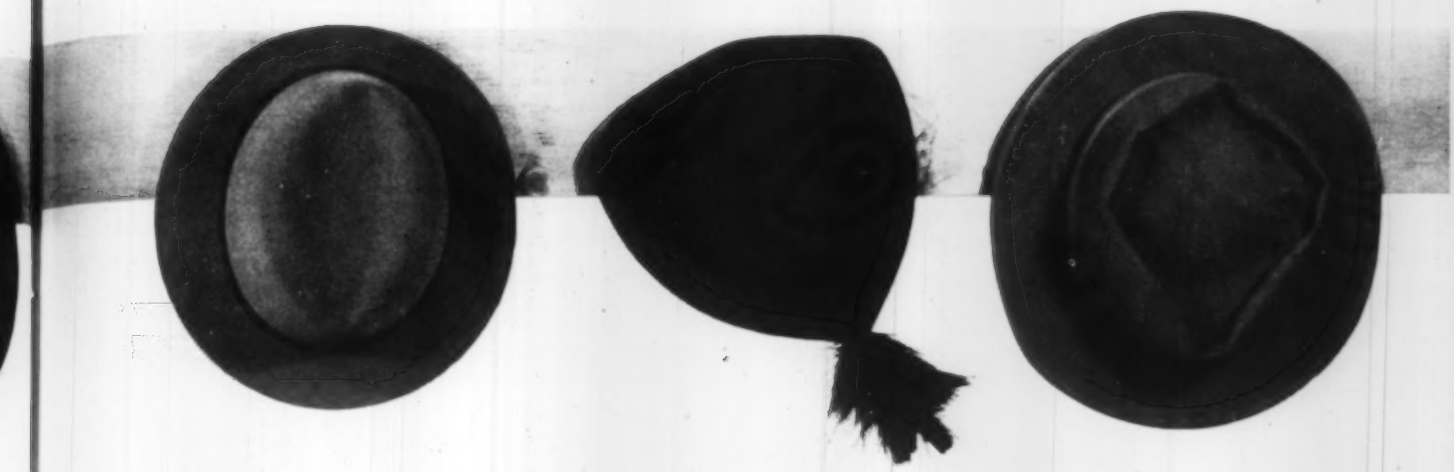
That includes the advertisers themselves, agency account executives, agency time buyers—as well as the men who actually run stations. What's more, BROADCASTING is *first choice* among the people who control life-blood advertising budgets spent on radio. You can reach them all with a single roll down the BROADCASTING alley.

Figures? Proof? Sure. "First choice among advertisers, agencies, time buyers... "BROADCASTING carries more radio news, features, advertising linage than any other..." "Survey after survey shows..."

Facts—of course. But what they actually mean is a lot more important *to you* than the comparisons themselves.

They mean that—to influence the *really* important people who decide what advertising expenditures shall be spent where—you need one *and only one* publication. It does the whole job.

Yes, BROADCASTING is the name. Everybody hangs his hat there. It's a good place for you to be seen by the people you want for your clients.



FOR DATA DEMONS...

- The largest and oldest publication in its field, with 15,300 weekly paid circulation.
- More paid circulation among radio advertisers and agencies than any competing publication.
- The highest survey-proven readership of all radio trade journals.
- Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling *more than 85%* of all national radio expenditures.
- More advertising linage annually than all other radio journals combined.
- An advertising cost—to reach these decision-making advertiser and agency readers—*of less than one cent per impression!*

for 20 Years!...

Mobile's DOMINANT STATION

WALA

SHARE OF AUDIENCE *

1st	8 A.M.—12 Noon	(Mon. through Fri.)	29.4
1st	12 Noon—6 P.M.	(Mon. through Fri.)	41.0
1st	6 P.M.—10 P.M.	(Sun. through Sat.)	46.2
1st	12 Noon—6 P.M.	(Sun. Afternoon)	31.2
1st	8 A.M.—6 P.M.	(Sat. Daytime)	31.9

* HOOPER STATION AUDIENCE INDEX NOV.—DEC. 1949

Now-as always... Mobile's Best Buy

See Your Nearest Headley-Reed Office.

WALA

NATIONAL BROADCASTING COMPANY AFFILIATE

PAPE BROADCASTING CO., INC.

MOBILE 15, ALABAMA

Feature of the Week

SOMETHING more than courage threads the story of Hugh Edward Sandefur's record program on WSON-AM-FM Henderson, Ky. Accolades for an m.c. who knows his music and knows how to introduce numbers on his show are commonplace. But when the m.c. is, and has been for some time, flat on his back with arthritis, that's another story.

According to General Manager Hecht S. Lackey, Mr. Sandefur has suffered with his affliction for about 15 years. It has left him with his hands free but his body nearly immobile. From his bed Mr. Lackey introduces his platters over a mike that has the goose-neck anchored to a specially built overhead frame. A telephone line connects him with the station. Beside the bed is a power unit and amplifier which steps up the sound that is carried by phone line to WSON's transmitter. At program time, mike cut-out is used to connect Mr. Sandefur with Engineer Vernon Nunn who spins the platters.

Mr. Sandefur talks from his b

* * *

While tireless effort is put in this program alone, Mr. Sandef also composes music and lyri plans improvements for his pr gram, answers fan-calls and pr duces a daily radio column for t Henderson (Ky.) *Gleaner* a *Journal.*

* * *

On All Accounts

TOM LOSEE's parents wanted him to be a doctor. Tom never got his M.D. but instead followed his own inclinations and ended up with an M.E. after his name—for McCann-Erickson. Account executive on Westinghouse, the Brooklyn-born and Duke-educated Mr. Losee has been with the agency for 14 years.

Tom began his business career with the Abraham Strauss department store in Brooklyn. He advanced there to the position of assistant buyer before leaving for a merchandising job with the American Can Co.

In 1936 he joined McCann - Erickson, and a scant year later he was promoted to the post of account executive on the Axton-Fisher account where he helped service a $400,000 spot campaign.

In 1939, he became account executive for Nujol, Mystol, and Flit which had a million - dollar radio appropriation.

When, in 1944, the agency acquired the Westinghouse business, the tested talents of Mr. Losee were appropriately rewarded and he was named account executive.

That he has merited the authority has been repeatedly illustrated by the success he has achieved with the programs under his guidan These include the *Ted Malo Show*, five times weekly on AB and one of the most successf prestige programs on televisio *Studio One*, Monday on CBS-TV.

Hundreds of case history lette from distributors describing th potency of *Studio One* flow acro Tom's desk. In fact he estimate as a result of this response, tha Westinghouse can demonstrate i products more effectively in mor homes in one wee through its TV sho than it could in on month in the o manner of sto demonstrations.

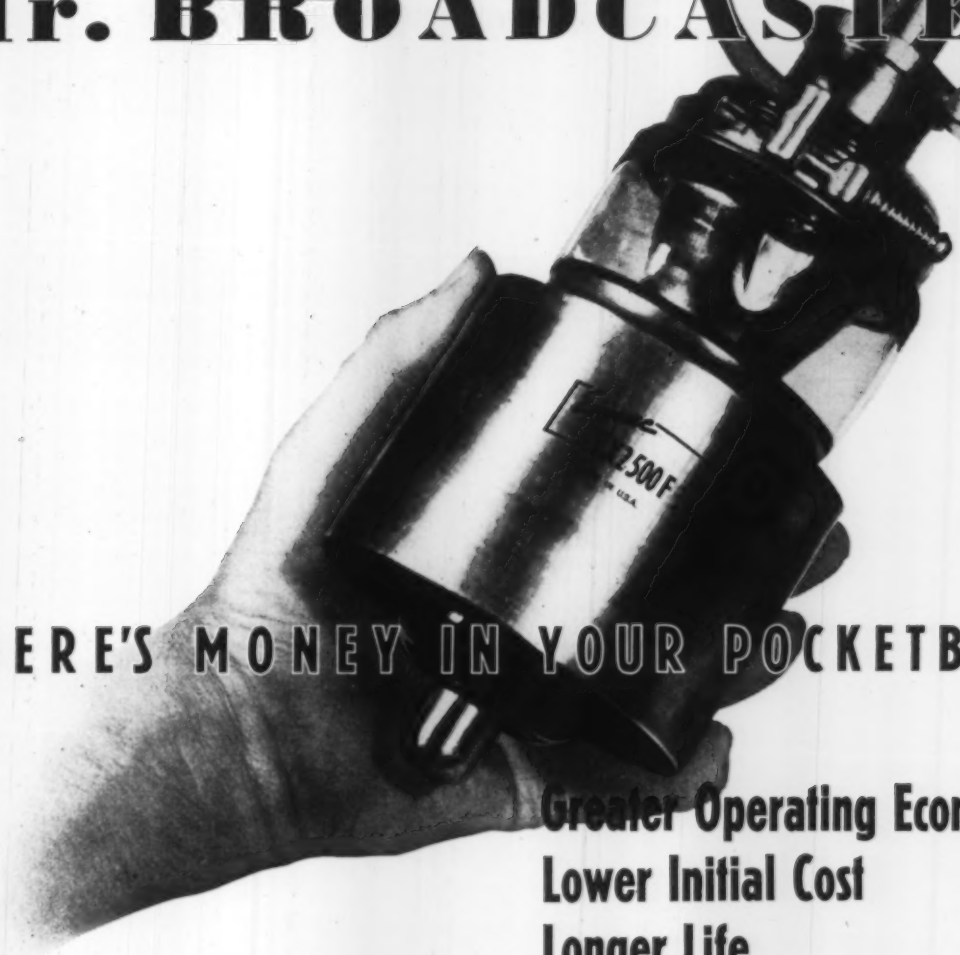
TOM

When McCann-Erickson bought th program for Wes inghouse last May was carried on 1 stations. Today les than a year later approximately 4 stations are carry ing it.

One of radio' most popular exec tives, Tom Losee wa born on July 14 1912, a twin brothe of Wilmot Lose sales manager of WINS New York He is married to the former Power model, Jeanne Grandeman. The have two children, Tom, 9, and Alan, 5. The family lives in Wes Hempstead, L. I.

Tom's hobbies are tennis, gol and swimming.

Mr. BROADCASTER



HERE'S MONEY IN YOUR POCKETBOOK

Greater Operating Economy
Lower Initial Cost
Longer Life

You save from every angle when you buy and use transmitters employing Eimac tubes. Saving starts with the initial tube cost . . . you save again every hour you're on the air because of higher tube operating efficiency . . . and you save still further by staying on the air more hours without service shutdown.

Take as an example of Eimac tube economy the rugged 3X2500F3 triode pictured above. Initial cost is $180.00 each, yet as power amplifiers they will provide 5 kw output per tube . . . that's lots of watts per dollar cost. The dependability of this tube and its high frequency version (type 3X2500A3) has been proven over many years by thousands of hours of life in AM, FM, and TV service.

These tubes are the nuclei around which modern transmitter circuits have been developed and built.

Let us send your engineering staff complete data on the 3X2500F3 and other Eimac tubes for broadcast service. A letter to us will bring the material by return mail.

EITEL-McCULLOUGH, INC.
San Bruno, California

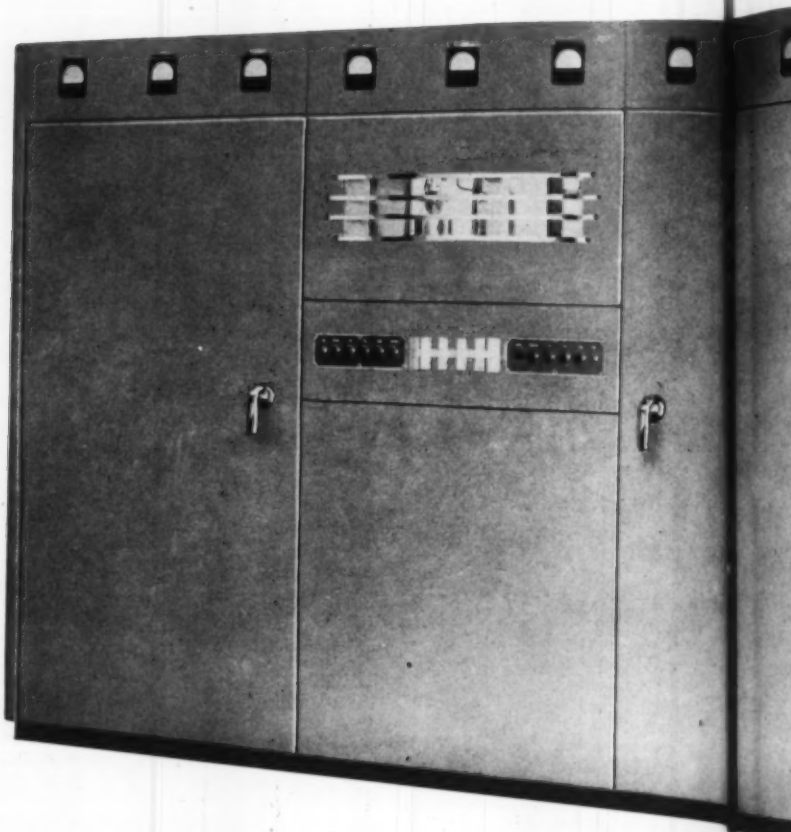
Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California

249

Follow the Leaders to
Eimac
TUBES
The Power for R-F

NEW

FOR THE '50 DECAD GA
FIVE THOUSAND WATT INS

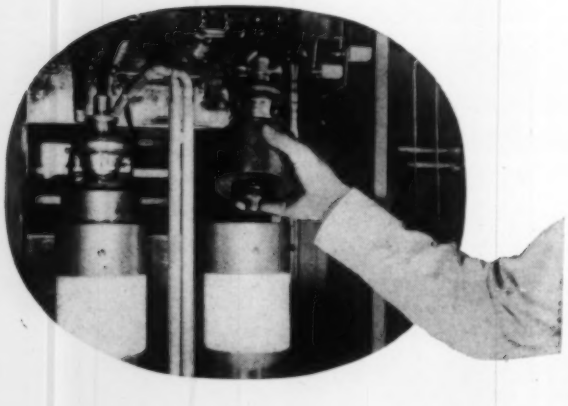


GATES
RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Mr. Broadcaster:

Each new year has brought improvements in Gates engineering design, many have benefited every broadcaster. Believing stanchly in progress, we firmly believe this latest Gates engineering achievement will provide a new high in quality radio broadcasting and like all engineering progress should be--provide impressive price reduction and of much more importance almost unbelievable operating expense reduction.

Gates Radio Company



5KW. TUBES ARE NOT COSTLY—

In the Gates BC-5B transmitter plus proof in years of grueling F. M. high frequency service where ruggedness is mandatory. The Eitel-McCullough 3X2500F3 tubes are both modulators and power amplifiers in the new Gates BC-5B.

FIVE KW. BC-5B TRANSMITTER SPECIFICA

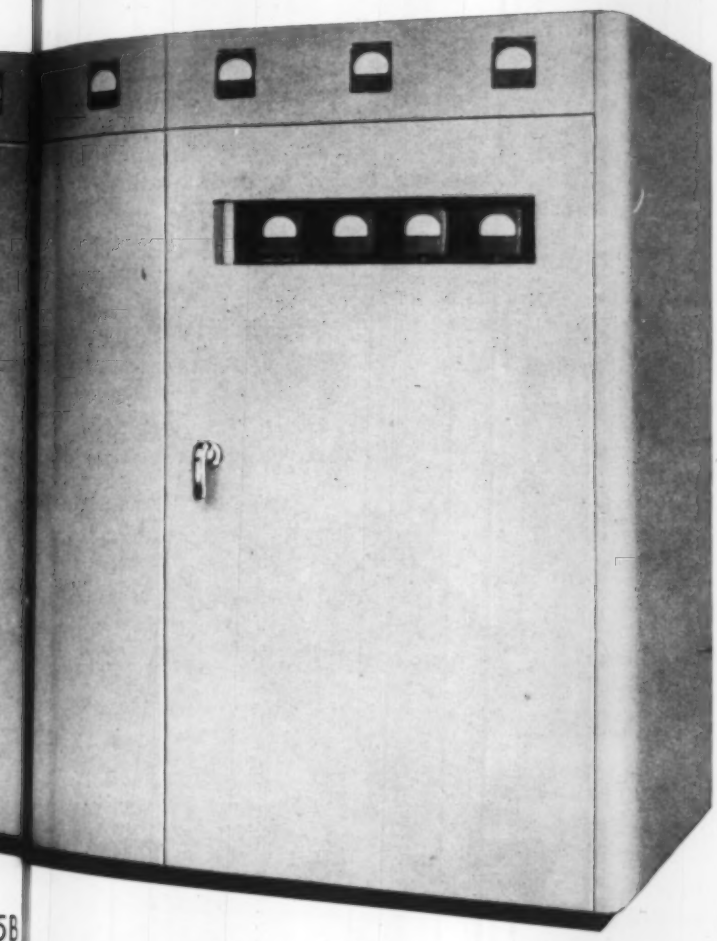
Has five R. F. stages single 3
amplifier; four audio st with
Class B modulators. Inv feedbac
will meet full F. C. C. irement
Three power supplies. filled m
former and reactor. ise 3
±1.5 Db. Noise 60 D below 1
unweighted; Distortion 3 at 50 c
even better in between r space
illustrated) 165" by 49 s phas
Power and modulation onents
consumption at 100% ulation

WASHINGTON, D. C.
GATES RADIO COMPANY
WARNER BLDG.
TEL. METROPOLITAN 0522

INTERNATIONAL
ROCKE INTERNATIONAL CORP.
13 E. 40th ST., NEW YORK CITY
TEL. MURRAY HILL 9-0200

GATES RADI
MANUFACTURING E ERS
QUINCY, I

D GATES ANNOUNCES A NEW MODERN NSMITTER REDUCING OPERATING EXPENSE



over
$1000.00
ANNUALLY

EXPENSE PRIMER

Average per set tube cost all other makes $1310.00
Gates per set tube cost 695.00
Gates Savings $615.00

Average power consumption at 100% modulation
All other makes 21½
Power consumption Gates BC-5B transmitter 18½
Gates Savings 3 K.W.

Or based on 18 hour schedule at 2½¢ kilowatt hour or 7½¢ hourly savings, this is in a year $492.75

Minimum expected Savings where using only one set of tubes per year. $1107.75

Auditor's Comment—
This means Gates BC-5B Savings will practically pay for the transmitter cost during a 10-year write-off period.

But that's not all . . . . .

There is no investment in power tube cooling radiators and about one-half ordinary investment in spare tubes. With one major blower — less motors to maintain and consume current. Lower plate voltage (5000 volts compared to the usual 8000) means reduction of insulation problems and greater immunity to breakdowns and costly part replacements. Power factor at 5KW. is 90%.

And performance — thoriated tungsten power tube filaments provide consistent 60 Db. or better noise reduction while tube and component adjuncts contribute naturally to lower distortion, especially at higher frequencies.

A NEW HIGH IN — PERFORMANCE — QUALITY — ECONOMY — GATES BC-5B

Say Men! —that puts 5 kw. operating expense almost in the 1 kw. class.

5B
SPECIFICATIONS:

ingle 3X2500F3 power
with pair 3X2500F3
eedback employed but
rements when omitted.
filled modulation trans-
nse 30-10,000 cycles
below 100% modulation
t 50 and 7500 cycles,
r space with phasor (as
s phasor 125" by 49".
onents excluded. Power
ulation only 18.5 KW.

D COMPANY
ERS SINCE 1922
U.S.A.

HOUSTON
GATES RADIO COMPANY
2700 POLK AVE.
TEL. ATWOOD 9056

CANADA
CANADIAN MARCONI COMPANY
MARCONI BLDG., MONTREAL, QUE.
TEL. ATLANTIC 9441

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S

No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 38, No. 7 WASHINGTON, D. C., FEBRUARY 13, 1950 $7.00 A YEAR—25¢ A COPY

JUDGE IS BOSS

NAB General Manager To Be Appointed

By SOL TAISHOFF

IN A NONE too tranquil atmosphere, the NAB Board of Directors' meeting at Chandler, Ariz., last week handed to President Justin Miller plenary powers to run the association and to hire and fire virtually as he sees fit.

There was one exception. The board authorized appointment of a general manager to whom all staff directors would report. The No. 2 executive would serve exclusively at Washington headquarters and direct the business affairs of the organization.

The board itself is to name a committee from its membership to advise in selection of the general manager whose appointment must have board confirmation.

Also to be appointed is a field representative whose duties generally will relate to new membership and membership service.

No Names Mentioned

There were no names mentioned for the post of general manager. Whether President Miller would go outside the present NAB staff was not indicated. The post, it was conjectured, would pay from $17,500 to $25,000 per annum. A. D. (Jess) Willard Jr., who retired as executive vice president last July and who now is president of WGAC Augusta, Ga., was paid $25,000.

Creation of the new post came after a proposal for appointment of an executive committee of the board was tabled. The Structure and Finance Committees met in special session Thursday night to solve the final plan, ratified by the full board the following morning. The plan contemplates assignment of all operating functions to the general manager, with President Miller to direct policy and to serve as radio's spokesman. But the general manager would report to the president, not the board.

Action climaxed a three-day session at which there was an evident undercurrent as to the manner in which NAB affairs have been administered in recent months. In giving Judge Miller a "blank check" the board approved the recommendations not only of the Judge himself, but of the Structure Committee headed by Clair R. Collough, president of the Steinman Stations of Pennsylvania and Delaware.

It was indicated that G. Emerson Markham would continue to head the recently created Television Division. Ralph W. Hardy, who has served as head of the newly created Radio Division, was expected to be named to another executive assignment, probably that of Director of Government Affairs. Under the reorganization plan, the Radio Division as such would become non-existent.

Implicit in the board's action was placement of full responsibility for NAB policy in the hands of Judge Miller.

A number of board members felt Judge Miller had spread himself too thinly by attending all district meetings and by otherwise hitting the trail when Washington affairs of paramount importance should have commanded his major attention. The board itself, however, was disposed to assume most of the responsibility for this condition.

Judge Miller, who, in September rounds out five years as paid president ($50,000 per year, plus expenses), has a contract which runs until Feb. 28, 1954. It is terminable, however, by mutual agreement on one year's notice. If this should occur prior to 1954, it will be on the basis of a $12,500 annual retainer under which Judge Miller would serve as counsellor to the association until 1954.

Vote for BAB

Broadcast Advertising Bureau, created last April as radio's business-getting organization, was given a confidence vote with the approval of budget of $200,000 for the next fiscal year (beginning in April). With the revenue to be derived from the sale of information brochures, estimated at about $50,000, BAB's gross budget should be in the neighborhood of a quarter million dollars.

Maurice B. Mitchell, BAB director, and William B. Ryan, general manager of KFI Los Angeles, chairman of the Broadcast Advertising Committee, made the presentation and walked off with practically everything they sought. BAB headquarters will remain in New York but a branch office shortly will be established in Chicago.

In the face of declining income and expanded operation, the board grappled at length with its budgetary problems. The Finance Com-

(Continued on page 76)

NAB BOARD HIGHLIGHTS

- **Judge Miller given sweeping policy powers in new reorganization.**
- **General manager authorized, staff directors reporting to him.**
- **Field director to be appointed.**
- **Radio Division abolished.**
- **Small station dues increased; minimum dues doubled.**
- **Present 12½% discount in dues revoked.**
- **Budget raised about $100,000 to nearly $800,000.**
- **All-Radio film revision demanded.**
- **BAB given $200,000 budget and vote of confidence.**

FREE TIME REVOLT

Discrimination Hit

By ED JAMES

(See Editorial page 40)

STATIONS throughout the country were in revolt last week against further donations of free time to organizations conducting paid advertising campaigns in other media.

The sharp station reaction was provoked by word that radio had been excluded from advertising appropriations for Army and Air Force recruiting in the first half of 1950 [BROADCASTING, Feb. 6].

Although Grant Advertising, Chicago agency now handling the Army account, advised BROADCASTING that radio would get a large share of the budget beginning in July, the fact that no radio time was included in the Army's national advertising plans until then was enough to encourage some stations to suspend Army programs and announcements they had been carrying gratis.

It was believed likely that the Army incident would serve as an agent for the crystallization of widespread action by stations on the entire subject of the abuse of radio's historic willingness to donate its time to public service causes.

That this subject was one of national interest among broadcasters became evident a fortnight ago when the NAB Unaffiliated Stations Committee adopted a resolution calling upon the NAB board to review the entire problem of free time [BROADCASTING, Feb. 6].

Protests to Grant

The revolt of stations against the discriminatory practice followed by organizations that solicit time from radio while buying space in other media was manifest in several ways.

Many stations protested to Grant Advertising and, on a perhaps more immediately responsive front, to their Congressmen. The exact volume of such correspondence was not disclosed, but it was known to be considerable.

Some stations reported they had cancelled all further Army shows and announcements pending the restoration of radio to the national advertising appropriation.

Broadcast Advertising Bureau and national station representatives were keeping stations advised on the Army issue, and BAB has planned talks with the Army.

The protests to Grant Advertising were of no more than academic significance insofar as the Army-Air Force budget for the first half of 1950 was concerned. The exclusion of radio from those funds, it was learned, was made when the Army account was being handled by Grant's predecessor, Gardner

(Continued on page 75)

LEVER MULLS

Bob Hope Tape Request

LEVER Bros. executives, Bob Hope and his manager, Jimmy Saphier, met in New York last week to settle three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedian is understood to feel that the new management might be persuaded to allow him to do so.

The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At week's end the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, *The Clock*, on NBC-TV, effective March 29. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY

Truman Not to Name Board

PRESIDENT TRUMAN does not plan to appoint a board to study use of radio frequencies, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartment Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman

NAB PRESIDENT Justin Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hoover Report, according to Dr. Robert L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with the aims of the committee, adding it "is giving the people of America a priceless chance to understand the complex problems of their government."

Mr. Warren Mr. Stevens Mr. Gannon Mr. Norman

NBC SHIFT

WNBC-WNBT (TV) Sales, Program Staffs Are Split

SALES and program staffs of NBC's New York stations, WNBC and WNBT (TV), were split last week into radio and television entities [CLOSED CIRCUIT, Feb. 6].

The separated sales staffs were placed under a single director of sales. Appointed to that post was Donald A. Norman, former assistant manager of the integrated stations.

Coincident with the announcement of Mr. Norman's new job, the resignation of John C. Warren, sales manager of both WNBC and WNBT (TV), was announced. Mr. Warren will devote full time to his own business, The J. C. Warren Corp., New York, engaged in development and manufacture of magnetic recording devices.

Reporting to Mr. Norman, in addition to the separate radio and television sales staffs, will be Murry Harris, director of advertising and promotion—an integrated service.

Stevens Appointment

The appointment of George C. Stevens, former traffic and sales service director, as controller for both radio and television, was also announced. Mr. Stevens will take charge of the stations' finances, office service and personnel functions under a new cost accounting system being adopted by all NBC owned-and-operated stations.

Press, public affairs and news departments of both stations remain integrated under the direction of Schuyler Chapin. Hay Heitin, news and special events supervisor, and Wini Schaefer, press representative, will report to Mr. Chapin.

Harvey J. Gannon continues as program manager of WNBC with the newly separated radio program department under his direction. Reporting to Mr. Gannon will be Earl Harder, radio operations supervisor; Clay Daniel, radio production supervisor; Thomas J. Page, director of agriculture, and Joseph Rothenberger, AM continuity assistant.

A new television program department has been created under John H. Reber Jr., continuing as WNBT program manager. Catherine Clarke, television operations supervisor, and Raymond Johnson, television continuity assistant, report to Mr. Reber.

The appointments were announced by Thomas B. McFadden, manager of both stations.

Ryan To SCBA Board

WILLIAM B. RYAN, general manager of KFI-AM-TV Los Angeles, has been elected to the board of directors of the Southern California Broadcasters Assn. He fills the unexpired term of Harry Witt who resigned, leaving the radio industry to become vice president of Harry Kem Co., Beverly Hills real estate, property management and insurance firm. [BROADCASTING, Jan. 30]. Term runs until June 1. A former NAB district director, Mr. Ryan currently is chairman of NAB Broadcast Advertising Committee.

First 15 Pacific Hooperatings—January 1950

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny (CBS)	6	American Tobacco (BBDO)	42.7	39.0	+3.7	1
Charlie McCarthy (CBS)	6	Coca-Cola (D'Arcy)	36.3	——	——	——
Bing Crosby (CBS)	6	Liggett & Myers (C&W)	26.4	20.3	+6.1	8
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	24.7	29.0	—4.3	3
Walter Winchell (2 mos.) (ABC)	6	William R. Warner (K&E)	24.5	30.2	—5.7	2
Bob Hope (NBC)	6	Lever Bros. (BBDO, All products: JWT, Lux; Ayer, Surf)	20.9	25.7	—4.8	5
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	20.9	25.7	—4.8	6
Radio Theatre (CBS)	6	Lever Bros. (JWT)	20.6	22.5	—1.9	7
Red Skelton (CBS)	6	P & G (B&B and Seeds)	20.2	13.5	+6.7	37
Burns & Allen (CBS)	6	Block Drug (C&P)	19.1	14.2	+4.9	29
Big Town (NBC)	6	Lever Bros. (SSC&B)	18.8	12.0	+6.8	48
My Friend Irma (CBS)	6	Pepsodent Div.-Lever (FC&B)	18.5	15.5	+3.0	21
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	18.4	9.4	+9.0	68
Groucho Marx (CBS)	6	DeSoto-Plymouth (BBDO)	17.9	16.9	+1.0	16
Mr. Dist. Attorney (NBC)	6	Bristol-Myers (Y&R)	17.8	14.3	+3.5	28

PACKARD SPOTS

Starts Five Week 'Blit

PACKARD Motor Car Co. announced today (Monday) a five week "blitz" radio spot campaign on about 250 stations covering some 300 dealer cities. The company said the total expenditure probably will exceed the estimated $250,000 cost as dealers themselves support the drive locally.

Announcements include two 1 second spots to focus attention on Packard's "low price story" and three others have been distributed for possible dealer sponsorship on local stations, Hugh W. Hitchcock Packard director of advertising explained.

Transcriptions are tailored to regional tastes, with some announcements designed for listeners in northern localities and others produced primarily for southern and Pacific Coast audiences, Mr. Hitchcock said.

Top-flight talent is heard on the commercials which have been placed nationally through the Detroit office of Young & Rubicam Inc.

NEUBERT TO NBC

Heads Merchandising Uni

H. NORMAN NEUBERT, public relations manager of R. H. Macy & Co., New York, since 1943, has joined NBC to organize and supervise a merchandising department for the network's six radio and five television owned and operated stations.

Mr. Neubert will assume his new duties March 1, according to James M. Gaines, director of NBC O&O stations, who made the announcement last week. He will set up a merchandising program for the 11 stations.

Prior to 1943, Mr. Neubert was divisional advertising manager of Macy's men's store for a year and before that an account executive with Morton Freund Advertising Agency. Mr. Neubert is chairman of the public relations committee of National Retail Dry Goods Assn. and is a member of the New York Sales Executive Club.

Affiliate Suit

ATTORNEYS for Salt River Valley Broadcasting Co. won a continuance against CBS through March 1 Thursday in Chicago's Federal District Court [BROADCASTING, Feb. 6]. Firm of Damon, Hayes, White & Hoban asked the court for another time extension to answer a brief filed there by CBS attorneys Feb. 6. Salt River Valley, licensee of KOY Phoenix and affiliated in ownership with KTUC Tucson, last November brought the complaint against CBS, charging switch of its affiliation to KOPO Tucson and KOOL Phoenix was without proper notice.

CUBAN SHUFFLE

Appointments Revive NARBA Optimism

APPOINTMENT of a new top-level slate of communications officials in Cuba delayed U. S.-Cuban negotiations on NARBA assignments again last week, but revived U. S. optimism for a successful outcome.

President Carlos Prio Socarras announced the appointments in a Feb. 3 broadcast, one week after the surprise resignation of Communications Minister Arturo Illas and the selection of Carlos Maristany as acting minister [BROADCASTING, Feb. 6].

The appointments:

Sergio Clark, a former minister of communications, was returned to that post.

Dr. Jose R. Gutierrez, head of the Cuban delegation to the NARBA conference at Montreal last fall, was appointed deputy minister.

Guillermo Morales, formerly inspector general of radio, was named director of communications.

Ledo Antonio Marti, an engineer, was made inspector general of radio.

Favorable Reaction

News of the appointments brought a generally favorable reaction in U. S. broadcasting quarters. It was greeted as an antidote for dampened spirits occasioned by the resignation of Mr. Illas and the temporary appointment of Mr. Maristany, chairman of the 1946 Cuban delegation which won substantial NARBA concessions.

Mr. Maristany, it was reported, plans to run for election to the Cuban Congress from the Province of Matanzas.

Mr. Clark, the new minister, is described as an able executive who is generally respected by U. S. broadcasters. He was minister in 1946, before the NARBA conference of that year was held.

With the shakeup among radio officials, the negotiations between U. S. and Cuban delegations with respect to NARBA assignments was further delayed. Slated to open Feb. 1, the discussions had been delayed during the first week by the resignation of Mr. Illas.

Authorities were hopeful late last week that the conferences could get into full swing and begin to show progress in the near future. Purpose of the sessions is to reach agreement on Cuban and U. S. channel rights. Differences on this score forced the current recess in the full NARBA conference last December when the U. S. rejected Cuban demands as being too far-reaching.

The full conference is to resume in the U. S. at some time between April 1 and Sept. 1. Mexico, which has not participated up to now, has indicated a willingness to join the sessions if she is given time to prepare, which would indicate a resumption nearer Sept. 1 [CLOSED CIRCUIT, Feb. 6].

Meanwhile, FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation to Havana, and his colleagues were treated to a detailed exposition of Cuba's NARBA position as seen by Dr. Nicholas Mendoza, former director of radio.

In a full-page article titled "NARBA, or The Case of the Dog in the Manger," which appeared in the *Havana Post* of Feb. 3, Dr. Mendoza said: "Since technical progress has not eliminated interference, Cuba proposes to retain the Sovereign Rights to use all channels, and insists on the conclusion of a Regional Agreement that will reduce interference to a minimum."

Failure Cited

Calling attention to U. S. failure to decide the long-pending clear-channel case, he asserted: ". . . while indecision reigns, the dog in the manger neither assimilates its clear channels, or allows Cuba to munch at them."

Dr. Mendoza charged that the old NARBA's 650 mile rule "was nothing more than a clever subterfuge" to keep Cuba from using U. S. channels.

He summed up Cuba's attitude toward U. S. clear channels as follows:

. . . Cuba will respect adequate protection to the U. S. station's effective service area of today, in conformity with principles of good engineering, and as regulated by the Atlantic City Radio Regulations, but will simultaneously use their identical channels in Cuba, even if that implies placing a useful signal in Florida, because the stipulation not to use those channels was a self-imposed limitation valid only during the term of the contract, and NARBA's extension has expired. Will Cuba agree to accept similar limitations as to some of the old clear channels? Without a doubt, the answer is YES! Provided: That it finds it reasonable; that in so doing, it obtains guarantees that it can satisfy its broadcasting needs; that it arrives at that conclusion freely; and this can be achieved only across a conference table where the ebb and flow of give and take may seek its level in balanced compromise.

Dr. Mendoza, who was one of the leaders in the original NARBA movement, said that since NARBA expired last March 29 "Cuba has not grabbed or assaulted the property of any other nation, nor of any of its citizens." Cuba has, he said, "made use, and is determined to continue making use of those facilities it needs."

Warning Sounded

He sounded an implied warning that Cuban demands now may be even farther reaching than those of the past. He noted that the requests Cuba made in 1945, in 1946, and in 1947 all fell short of those made at Montreal last fall.

He said AM channel demands have virtually reached their peak in the U. S., but that "Cuba will need at least 10 years to reach a similar peak. From now on, while pressure for new facilities in the standard band will tend to decrease in the USA, the same pressure will continue increasing in Cuba."

PROGRAM scheduling and other problems of "Mutual" interest commanded the attention of these station and network executives in Hollywood recently after the Arizona Network aligned itself with Don Lee-Mutual. L. to r: Albert D. Johnson, general manager, KOY Phoenix; Pat Campbell, vice president in charge of station relations, Don Lee, and John L. Hogg, KOY president. Arizona Network comprises KTUC Tucson, KSUN Bisbee and KOY.

STATION CONTRACTS

SCOTUS Hits FCC

THE SUPREME COURT made clear last week that FCC has no authority to meddle with the rights granted in contracts between radio stations and others.

The Commission's disapproval of a contract, the court held, does not in itself invalidate the contract.

The ruling came in a 7-0 decision upholding an award to Southern Broadcasting Stations Inc. in its suit against the Georgia School of Technology (WGST Atlanta) for recovery under a contract which FCC banned [BROADCASTING, June 13, Dec. 12, 1949].

In an opinion which also questioned FCC's handling of the case, Justice Stanley F. Reed wrote for the court:

. . . Under the present statute, the Commission could make a choice only within the scope of its licensing power, i.e., to grant or deny the license on the basis of the situation of the applicant.

It could insist that the applicant change its situation before it granted a license, but it could not act as a bankruptcy court to change that situation for the applicant. The public interest, after all, is in the effective use of the available channels, and only to that extent in what particular applicant receives a license.

The Commission has said frequently that controversies as to rights between licensees and others are outside the ambit of its powers. We do not read the Communications Act to give authority to the Commission to determine the validity of contracts between licensees and others.

"The Commission may impose on an applicant conditions which it must meet before it will be granted a license," the opinion said at another point, "but the imposition of the conditions cannot directly affect the applicant's responsibilities to a third party dealing with the applicant."

'Hard Choice'

The Court recognized the "hard choice" which required FCC to condone violations of its rules by approving the license application, or else "deprive the public of the advantage of a station under the management of the [school's] Board of Regents."

FCC legal authorities denied the ruling would affect FCC's famed Port Huron decision or other policy regulations, including relatively new rules banning station sales in which time is reserved as part of the sales price.

The Port Huron decision prohibits censorship of political broadcasts but takes the position that state libel laws will not apply since political censhorship is forbidden by the Communications Act in specific terms.

Private attorneys contended the Supreme Court decision should at least have the effect of inducing FCC to proceed more cautiously in cases involving station contracts.

They also felt the decision intensifies the broadcaster's dilemma.

If the Commission approves a broadcaster's contract and then changes its mind, they said, the broadcaster would face (1) denial of license for failure to abrogate the contract, or (2) the possibility of being sued if he does abrogate it.

They pointed out that the Supreme Court's decision leaves WGST in the same position which FCC in its decision had tried to avoid—that is, faced with liability under a contract which the Commission feared would endanger its financial stability.

The contract, drawn up in 1943 to replace a management agreement to which FCC had objected, provided for the state-owned Georgia Tech to buy out the management group, Southern Broad-

(Continued on page 78)

The Old and New West

HELPS RADIO SELL FOR BORA

By FLORENCE SMALL

THE PACIFIC COAST Borax Co., Los Angeles, spends half a million dollars a year on advertising, and for 20 years its every appropriation has been channeled into radio.

For two decades the company has relied exclusively on radio to sell its products, 20 Mule Team Borax and Boraxo. Recent sales data reveals that radio has responded yeomanly to the trust, doubling the already prodigious sales of the products since 1940.

* * *

Mrs. McCANN

THE 20-Mule team re-assembled for the Death Valley Centennial Celebration held in the valley on Dec. 3, 1949. Wagons shown are the original wagons, largest ever made.

* * *

For the past five years the destiny of the account has ridden high on the stalwart shoulders of *The Sheriff*, an action-primed western program heard on ABC Friday, 9:30-9:55 p.m.

But for all his derring-do, *The Sheriff*—all man and two yards high—owes his existence, as well as a great measure of sales success, to a woman. That woman is Mrs. Dorothy McCann, vice president of McCann-Erickson.

Mrs. McCann's first affiliation with the Borax account dates back to 1930 and marked a significant sign post in the productional development of radio itself.

* * *

Dramatic Shows Then Were New to Radio

Most of the radio programs of that day were musical shows. There were only one or two dramatic offerings on the air. One of them was *Real Folks*, sponsored by the Chesebrough Mfg. Co. (who now sponsors *Dr. Christian*). *Real Folks* was Mrs. McCann's first radio production, started in 1928. Its mushrooming success led the McCann-Erickson agency to recommend to the Pacific Coast Borax Co. that it embark on the new dramatic form to sell its products.

* * *

Show Runs Continuously From 1930 to 1944

In spite of the deep rooted feeling in the radio industry that the audience would not understand drama which they could only hear and not see, the Pacific Coast Borax Co. had the vision to realize that radio drama could become the most basic entertainment of all. And so a new dramatic radio show *Death Valley Days*, was launched. Depicting stories of the Old West in the region where borax was mined, the show was inaugurated on Sept. 30, 1930, on NBC.

It rapidly became one of the favorite listening periods on the air, bringing a new breadth and romantic flavor to radio. Continuing unbrokenly to 1944, the program was heard for the latter three years on CBS.

In 1944, however, the program which in a sense set a pattern for modernity, was itself supplanted by a more modern program. Seeking to retain the feel of the West while adding the extra allure of mystery, Mrs. McCann conceived the idea for *The Sheriff*. It was an immediate success; old listeners remained and new ones were added. And most significantly, sales of 20 Mule Team Borax and Boraxo continued to build.

The program has a consistent Hooper rating of 9 or 10 and is considered by the network to be one of its anchor shows for Friday night programming. The role of the Sheriff is played by Don Briggs. His girl-friend, Jan Thackery, is portrayed by Helen Claire. His consultant on psychology, the Professor, is played by William Post more.

* * *

History of Borax Co. Is Drama Itself

Hardly less enthralling than one of its dramatic presentations is the history of the Pacific Coast Borax Co. itself. That history actually

TWO DECADES ago, the Pacific Coast Borax Co. turned to radio with a conviction that broadcasting could do a selling job for them. So strong was its faith in the medium that every advertising dollar was channeled to broadcasting. It's been that way ever since. The consistent Hooper and the continuing allegiance of the listeners to the sponsor's products was all the proof that Pacific Coast Borax Co. needed . . . and received.

. . . . . The Story of a Firm Whose Advertising Has Been Exclusively Radio

began with the chance visit of a tramp prospector to the Nevada desert cabin of Aaron and Rosie Winters, a pair of disenchanted but hospitable gold seekers.

The stranger told the Winters of a mineral reputably abounding in that area. He referred to it as borax, a term then unknown to the Winters. The prospector showed them a sample of the material, and prophesied that greater fortunes would be made from this treasure of the earth than from gold.

Electrified, Aaron Winters recalled that he had seen an abundance of what looked like the mineral in an area of nearby Death Valley. But he kept the recollection to himself.

* * *

Containing his eagerness, he inquired of the stranger how one could tell borax from the similar appearing white flaky rock germane to the area. In reply, the itinerant prospector took from his pack a flask containing a chemical mixture, poured some for the Winters, and explained that if, with the application of this chemical and a lighted match, the material turned green, it was indeed borax.

The next morning Aaron and Rosie Winters trundled excitedly across the desert, down into Death Valley and to the region where he had remembered seeing the white substance. Eagerly they collected their samples and waited for dark to make the fateful acid test.

With the fading of day's last shadow, Aaron Winters nervously deposited his find in a prospector's tin. Rosie Winters held the chemical over the tin and poured. Aaron struck a match and held it to the substance. The material glowed green! The Winters had made their find—and with it had founded a new industry.

* * *

20-Mule Teams Used To Transport Mineral

The development of the industry, however, had to wait on the surmounting of imposing physical difficulties. The borax had to be mined and moved. Death Valley is the lowest point in the western hemisphere, flanked on either side by tremendous volcanic ranges. The nearest railroad was 165 miles away.

To overcome this geographical obstacle, the mine operators (who had since bought out Aaron Winters' interest for $20,000) brought in 20-mule teams. Twenty mules, pulling giant wagons weighing 8,000 pounds, each loaded with 10 tons of borax, carried the commodity across the 165 miles to the railroad, thus solving the transportation problem and suggesting the name for the product.

* * *

Currently, borax is mined in the Mojave Desert just south of the original discovery in Death Valley. A great mill works day and night preparing the raw product for shipment to the refinery. Locomotives haul the borax up to the main line of the railroad.

20 Mule Team Borax is used specifically as a laundry aid—to sweeten the wash, help the soap to do a faster, better job. Housewives use it also for dishwashing, for cleaning kitchen pots and pans, to clean wood work, nickel, enamel, porcelain. 20 Mule Team Borax also is used in many manufacturing processes.

Boraxo is a special combination of 20 Mule Team Borax and fine toilet soap. It is used as a hand cleaner. Boraxo is supplied in dispensers in most of America's big industrial plants, for the use of workers.

* * *

Today the Pacific Coast Borax Co. is owned and operated by Borax Consolidated Ltd., London, Eng. Desmond Abel-Smith is chairman of the board and Frederick A. Lesser and A. H. Reid are joint managing directors.

In America, company headquarters are located in Los Angeles with Frank M. Jenifer, president, and J. M. Gerstley, vice president and general manager.

CANDID shot during a recent program catches the dramatics of (l to r) Don Briggs (the Sheriff), Helen Claire (Jan) and William Podmore (the Professor), central characters in the show.

WDSU CHANGES

AM-TV Programming Divided

DIVISION of the WDSU Broadcasting Services' radio and television program departments into two separate operational entities was announced last week by Robert D. Swezey, general manager of the New Orleans outlets.

Mr. Swezey said managers were appointed for each media after the WDSU plans board concluded that executive personnel would be unable to divide their duties and obtain maximum results.

Stan Holiday, appointed radio program manager, also will serve in an advisory capacity to television. Ray Rich has been appointed television program manager and will be available in an advisory capacity to radio. Television operation will be handled by Carl Junker. Mr. Swezey also announced the appointment of Leroy Laudermann as musical director.

Other Changes

The musical department under Mr. Laudermann, sports and special events under Mel Leavitt and women's programs under newly appointed Joyce Smith will continue to function interchangeably between radio and TV, Mr. Swezey stated.

Time sales for radio and television will continue to be handled by one department but the station is contemplating the establishment of separate sales forces for each medium, Mr. Swezey added.

Mr. Rich

Mr. Holiday

WCAP PURCHASE

WJLK Bids For Ownership

ACQUISITION of WCAP-AM-FM Asbury Park, N. J., by WJLK(FM) there was announced last week by Thomas B. Tighe, WJLK manager. Consideration is understood to be in excess of $50,000. Formal application for FCC approval is in preparation.

WJLK, owned by the Asbury Park *Press*, began operations on 94.3 mc with 1 kw two years ago. WCAP, assigned 250 w on 1310 kc, was established there in 1927 and since 1945 has been owned by the Charms Candy Co. WJLK and WCAP are to be combined under WJLK call letters. The WCAP-FM operation on 107.1 mc would be dropped. Headquarters for the operation will continue in the Asbury Park Press Bldg.

Drawn for BROADCASTING by Sid Hix

"Due to technical difficulties beyond our control, the program 'Precocious Prodigies' will NOT be heard at this time!"

TRANSIT RADIO LEGAL? *Suit Filed In D. C.*

FIRST step was taken in testing the legality of transit broadcasting, in at least one city, with the filing of a suit in Federal District Court in Washington, D. C., on Feb. 8.

Opponents of radio-equipped vehicles in Washington also looked for results in Congress. A bill (HR 7150) introduced Feb. 6 in the House by Rep. Walter Norblad (R-Ore.) and referred to the House District Committee, would prohibit "commercially sponsored radio broadcasts on streetcars and busses in the District of Columbia." A fine of $1,000 would be imposed upon a company for each day it continued to violate the law.

At the U. S. court in Washington, a bill of complaint seeks a permanent injunction against Capital Transit Co. (WWDC-FM Washington provides broadcasting services) to bar operation of any form of broadcasting in its vehicles. The suit was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, Washington [BROADCASTING, Feb. 6]. Mr. Spaulding is legal counsel for the Transit Riders Assn.

Meanwhile, a decision is awaited on another maneuver by the association and Washington Attorneys Guy Martin and Franklyn Pollak—appeal for a rehearing before the Public Utilities Commission which ruled transit radio "not inconsistent with public convenience, comfort and safety."

Mr. Spaulding told BROADCASTING the complaint would "be carried to the Supreme Court if necessary." He added, however, that the injunction request would be dropped should the commission "modify or rescind its action." Date for the opening of argument has not yet been set.

The complaint read in part:

"Through the operation of these installations defendant violates its public and contractual duty to transport its patrons, including plaintiff's members, quietly; it inflicts on them a nuisance; it wrongfully invades their privacy; it restricts their freedom of thought; it seeks to make an unearned and unconscionable income out of their helpless position by selling to advertisers the opportunity thus to commit aural aggression upon them; it violates also its duty as a common carrier not to interfere with the free exercise of their faculties by a significant number of riders, which may lessen their efficiency and even endanger their health."

CHICAGO DISPUTE

Mediation Effort Seen

CHICAGO office of the Federal Conciliation and Mediation Service is expected this week to call a meeting of management from WHFC Cicero and WSBC-WXRT (FM) Chicago on complaint of International Brotherhood of Electrical Workers (IBEW), Local 1220. The union is seeking wage increases for six engineers at each station as an aftermath of salary gains from four other Chicago stations where it has jurisdiction.

Local 1220 seeks mediation after a unanimous strike vote by card holders at WSBC and its FM affiliate, WXRT. Robert Miller, station manager, was notified last week of the intention to strike, 30-day notice of which was given to the federal board. Congressman Richard W. Hoffman, owner of WHFC, also has been informed officially of the union wage demands.

BMI CLINIC

Pacific Coast Sessions S

FIRST Pacific Coast BMI progra directors' and librarians' clinic w be held at KHJ Hollywood studi on Wednesday (Feb. 15). A proximately 200 persons are e pected to attend.

Robert J. Burton, BMI New Yo vice president in charge of pu lisher relations, as principa speaker will discuss "Applicatio of Copyright Law in Broadcasting Calvin J. Smith, vice president an genearl manager of KFAC Los An geles and NAB 16th District dire tor, will tell of the "Importance o a Clinic at Program Level."

Other speakers and their su jects are as follows: Carl Brew ster, KFVD, "Building Station Pe sonality Through Programming' Charles Clifton, KRKD, "Program ming for the Listener"; Carlto Adair, KHJ, "Importance of Pr gram Content and Sequence"; Rob ert Brown, KNBH (TV) "TV Ve sus AM and TV Programmin Problems." Disc jockey session wi be participated in by Al Poska KFI; Bill Anson, KFWB; To Hanlon, KNX; Bob McLaughli KLAC. All stations are in L Angeles.

"Who Licenses What Tune?" will be discussed at music clearanc roundtable. Participants includ Alex Petry, NBC; Marty Hubbl ABC; Robert Shepherd, KHJ; Ann Brenton, CBS; Charles Hamilto KFI.

Participating in librarians' pan and discussion are Norma Barnett KGFJ Los Angeles; Dale Babcock KFI; Nancy Basche, KNX; Edit Kent, KFAC; Jerry Sybilru KMPC; Jane Russell, KFWB.

Glenn Dolberg, BMI West Coas field representative, is to preside over the all-day sessions.

WCUE ON AIR

Akron Daytimer Start

WCUE Akron, Ohio new 1 kw station operating daytime on 1150 kc made its debut yesterday (Feb. 12).

Mr. Elliot

Programming of the independent outlet features children and women's shows, "different" music library and local civic and sports news, Tim Elliot station manager has announced. Station is licensed to Akron Broadcasting Corp.

Opening day highlighted interviews with local and national celebrities and a preview of the station's program activities with the entire staff participating.

Stress of programming will be on news coverage with a four-man staff and area correspondents contributing. The news and special events staffs are headed by Mr. Elliot. George Stroupe is business manager.

Radio Rallies Again

FOR

THE MARCH OF DIMES

13-year old Connie Lawler, a polio victim, beside coins contributed to the drive (see KRNT Des Moines, item in this story).

THE ENTIRE broadcasting industry this year again formed a solid front as battle lines were drawn in the annual fight against infantile paralysis. The March of Dimes campaign fund which ended Jan. 31, as well as the many associated drives to support the anti-polio cause, received the support of all phases of AM, FM and TV broadcasting.

AM and television networks set the national pace with special efforts. CBS's opening rally from New York's City Hall featured network's Arthur Godfrey as host to many civic and entertainment personalities while similar boost was given drive via CBS' television network. ABC likewise spared no talent on *America Salutes Franklin D. Roosevelt's Birthday* feature while NBC-TV sent *Howdy Doody* to conduct mass public school rally in New York. DuMont TV network staged two-hour star-studded show from Adelphia Theatre with models manning phones to accept contributions.

Program Ideas Abound

On the home town front, local stations across the nation sparked the campaign with personalities, special programs, auctions and other promotion gimmicks typical of radio's past performance in all-out drives.

Here's a cross-section of radio's public service effort, excerpted from the innumerable reports reaching BROADCASTING during the drive and its aftermath. The final resume shows:

WLAD: In Danbury, Conn., WLAD played a leading role in the March of Dimes. Danbury, "the hat center of the world," was chosen to open the national campaign because this year's slogan was "Pass the Hat." Working with representatives from the National Infantile Paralysis headquarters in New York, Joseph T. Mathers, commercial manager, organized the drive in which over 125 hats from famous people were used in a public collection taken up by high school students. In one day the students turned in over $1,400 in coins.

• • •

WLAW: Following its customary procedure on public service, WLAW Lawrence, Mass., cooperated with campaign leaders by donating part of its lobby as the focal point for the Essex County Infantile Paralysis Drive involving operations in 34 communities. The outlet also devoted two hours and 35 minutes weekly to the cause. Arthur Flynn, sportscaster, served as county radio chairman, and the distribution and guidance of the county campaign emanated from WLAW headquarters.

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WNJR: An hour-long variety show broadcast from WNJR Newark, N. J., helped mark the campaign's opening in that area. Arranged by the Essex County Chapter of the March of Dimes, the broadcast featured performances by leading entertainers.

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WTIC: In Hartford, Conn., WTIC opened its 10th annual Mile of Dimes campaign in cooperation with the *Hartford Courant*. By the end of the drive, the joint radio-newspaper project was expected to exceed its aim for five miles of dimes, or $44,936. Individual and group-gifts were acknowledged daily over WTIC in noon-day broadcasts from a 50-ft. Mile of Dimes stand erected on a sidewalk in the heart of Hartford's shopping district.

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WHOM: In cooperation with the anti-polio campaign, WHOM New York prepared a special series of transcriptions that were made available free of charge to all stations broadcasting in the Italian language. Ferrucio Tagliavini, Metropolitan Opera tenor, was featured on the transcriptions.

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WICH: In Norwich, Conn., Sportscaster Mel Allen officially opened the New London County polio campaign at an open sports show at the town hall. Brought to Norwich by the Elks, Mr. Allen also made special wire recordings for WICH which remained on the air 24 hours a day until $5,000 was raised.

• • •

WCCO: Sixteen WCCO Minneapolis personalities participated in an "all-out" effort to raise funds for the polio campaign through the "Iron Lung Baby" contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a Minneapolis hospital since September. Prizes amounting to $16,500, including $5,000 in cash and five automobiles, were awarded before the contest closed. General Sales Manager Gene Wilkey had sworn he'd "eat his hat" if the entries in this year's contest exceeded the 1949 record. When incomplete returns reached 146,000—a healthy 12,000 more than the 1949 record—General Manager Wendell B. Campbell ordered the hat delivered to Mr. Wilkey's office. Mr. Wilkey was happy to concede.

Gen Wilkey "eats his hat."

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WEIM: Over 300 telephone calls and more than $1,000 in March of Dimes pledges were accepted by Dave Rodman during two days after he devoted his regular *Rhythm with Rodman* broadcasts over WEIM Fitchburg, Mass., to that cause.

• • •

KCRC: A two-and-one-half hour broadcast over KCRC-AM-FM Enid, Okla., brought in nearly $2,700 donated by listeners during a telephone request show. Mayor Herbert Barnett made a special plea for contributions. A local cafe was the high bidder for a cake which the restaurant sold slice by slice the following day with all proceeds going to the campaign.

• • •

KTHT: In Houston, KTHT's new studios were the scene of the city's radio March of Dimes drive. Program Director Ted Nabors led the *Giant Jamboree* to a $23,000 success. The all-star show included a cross-section of the area's talent. Highlight was tender of a $20,000 check by H. R. Cullen, Houston philanthropist.

• • •

KIND: A four-hour broadcast of live talent aired by KIND gave a boost to the March of Dimes campaign in Independence, Kan. Performers from southeastern Kansas and northeastern Oklahoma donated their services in return for contributions accepted by telephone and collected by members of the Business and Professional Women's Club, sponsors of the local drive.

• • •

WLAN: The entire staff of WLAN Lancaster, Pa., joined in giving a March of Dimes party during the local fund drive. Starting at 11:15 p.m., listeners were requested to telephone re-

(Continued on page 34)

EXCISE TAXES

Hearing Planned for Feb. 15

(Also see story TELECASTING *8)*

HEARINGS on excise taxes revision are scheduled tentatively this Wednesday (Feb. 15) by the House Ways and Means Committee. Agenda calls for five days of hearings on all phases of excise tax proposals, including the Administration's request of a levy on TV receivers [BROADCASTING, Feb. 6], a committee spokesman said Thursday.

The committee acknowledged that some requests to testify from objectors to the TV tax have been received.

The House committee plans detailed hearings on the entire question of tax revision to continue possibly as long as two months. An executive session then will be held to prepare a committee bill, embodying all excise tax proposals, which is expected to be introduced by Committee Chairman Robert L. Doughton (D-N. C.).

WKY Affiliation

WKY Oklahoma City, which plans construction of a new building to house studios and offices, is an NBC affiliate. WKY was incorrectly listed as an ABC affiliate in BROADCASTING, Jan. 30. KTOK is the ABC affiliate in Oklahoma City.

MUTUAL executives met the Chief Executive when board members visited the White House on Feb. 3 [BROADCASTING, Feb. 6]. They are (l to r): James E. Wallen, treasurer, MBS; Emmanuel Dannett, counsel, MBS; J. R. Poppele, WOR New York; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK Cleveland; Sterling Graham, WHK and *Cleveland Plain Dealer*; Benedict Gimbel Jr., WIP Philadelphia; Theodore C. Streibert, WOR and MBS board chairman; President Truman; Frank White, president, MBS; Ray Filske, auditor, WIP; Gordon Gray, WIP and J. E. (Ted) Campeau, CKLW Detroit.

FOREIGN LANGUAGE

12 Stations Form Network

ORGANIZATION of the Foreign Language Quality Network, comprising some 12 affiliate stations in major cities, is now completed, Claude Barrere, general manager of the network, announced last week.

Network headquarters are at 70 E. 45th St., New York City.

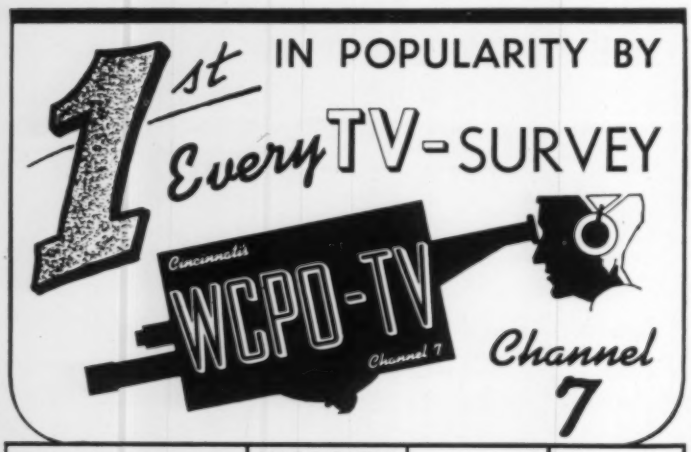
Appointment of Irving Collin, former sales manager of WLIB New York and assistant sales manager of WHOM Jersey City, N. J., as sales manager of the network also was announced. Mr. Collin, a co-founder of SESAC, has had 15 years experience in foreign language broadcasting.

FLQN plans to aid national and regional advertisers and their agencies in reaching station audiences, particularly those in Italian and Polish markets. Network will offer data on these markets and information on new programs, as well as on established features. Time availabilities, combination rates and other material also will be obtainable, Mr. Barrere said.

Network stated that it already had made two sales, one to a toy distributor, the other to Trans World Airlines, through BBDO.

FCC Actions

TOTAL of three new AM stations and improved facilities for an existing outlet granted by FCC last week in final decisions and routine actions. Initial decisions favoring grant of another new AM outlet and better assignments of three existing stations also reported. Eight outlets granted transfers. Details of these and other actions may be found in FCC Roundup on page 88 and Actions of the FCC beginning on page 80.



Sunday thru Saturday	WCPO-TV	TV Station 'B'	TV Station 'C'
C. E. HOOPER 6:00 pm-10:30 pm Nov.-Dec. Latest	54.3%	31.5%	14.2%
PULSE (January) 6:00 pm - Midnite	48.7%	27.0%	24.3%
VIDEODEX (January) 6:00 pm - Midnite	46.7%	36.5%	16.8%

WCPO-TV
Channel 7
Affiliated with the Cinti. Post
Represented by the BRANHAM CO.

WCPO-TV
CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

CANADA HEARING

Private Stations Report

PART PLAYED by private stations in the development of cultural and school programs in the Atlantic Coast provinces of Canada has been presented by a number of eastern stations to the Royal Commission on Arts, Letters and Sciences. Hearings were held at principal cities in the Maritimes area.

The Maritime Assn. of Broadcasters, as well as stations CFCY Charlottetown, CKCL Truro, CJCH and CHNS Halifax and CKCW Moncton, presented briefs. While each station dealt with its activities, all backed up the brief of the CAB asking for an independent regulatory body for Canadian radio, and easing of restrictions laid down nearly 20 years ago. Keith Rogers, CFCY, pointed out that Canadian broadcasters should have as much security as the lumber and pulp operator and the mining company which also developed public domain areas. He said a radio frequency was as much a property under private enterprise development as a mine or a forest area.

INAUGURAL issue of *The RCA Victor Good News* publication for 45 rpm records and phonographs, sent to retailers throughout country last week.

PASADENA SHIFT

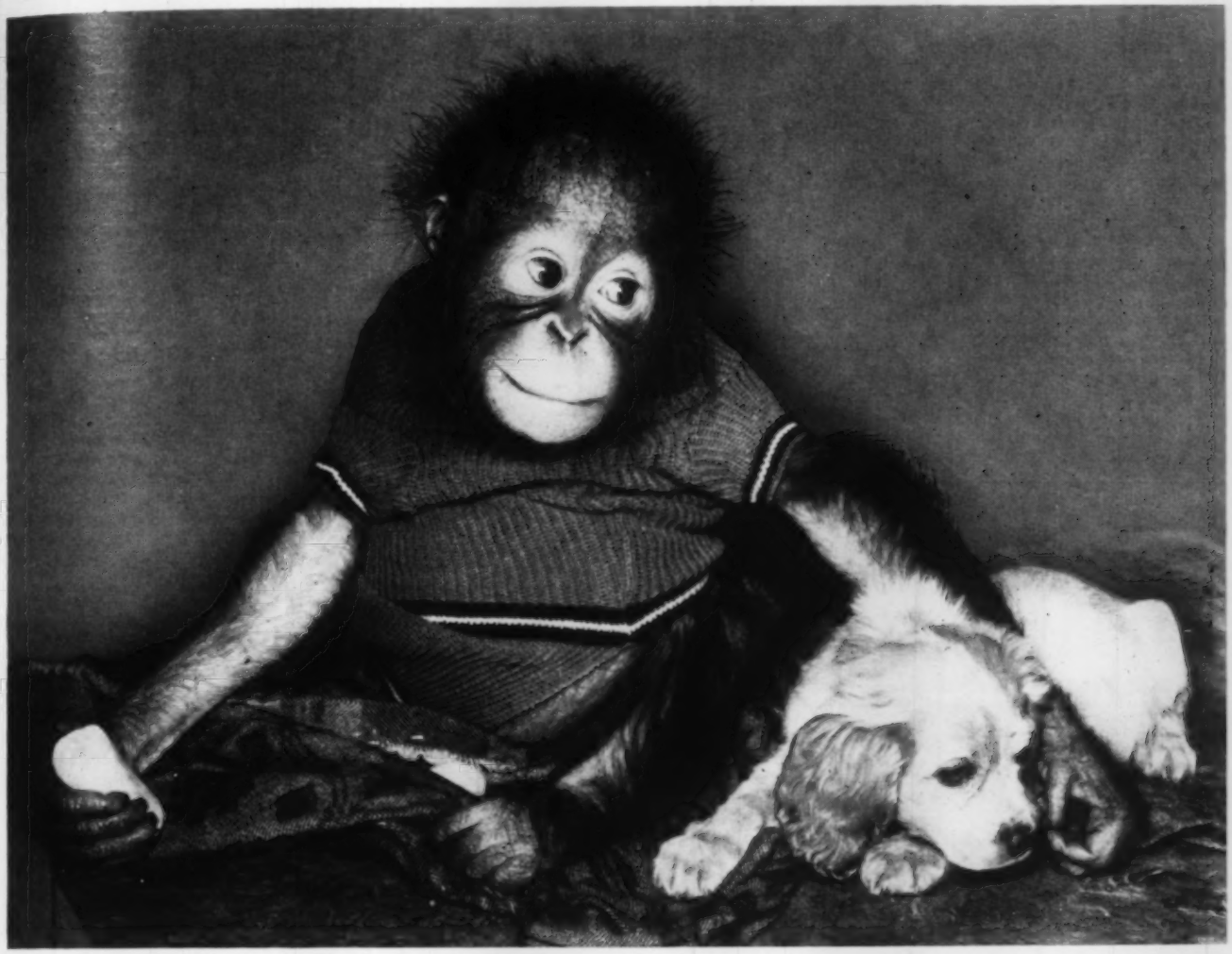
Feb. 16 Set for Shuffle

RADIO ACTIVITY involving birth, death, and change of residence takes place in Pasadena, Calif., this Thursday (Feb. 16) when KALI goes on the air, KAGH goes off and KWKW takes over KAGH facilities.

KALI, new 1 kw AM station goes on the air at 5 p.m. that day operating daytime only on 1430 kc. Owner is John H. Poole, who also owns KSMA Santa Maria, Calif., and ultra-high frequency experimental television station KM-2XAZ Long Beach.

Aubrey Ison, former general manager of KAGH, will act in that capacity for the new station. Several other KAGH staff members also will be retained by KALI, including Allen Berg, program director, and Rowland Gibbs, sports director. Joe Thompson, former NBC director and assistant manager of Hollywood office, Sullivan, Stauffer, Colwell & Bayles, joins station program department. Station has offices and studios at 42[illegible] E. Green St.

KWKW, 1 kw station owned by Southern California Broadcasting Co. which purchased KAGH and KARS (FM) facilities, goes on the air at same time on the former KAGH channel at 1300 kc operating on a fulltime basis for the first time. Station will operate FM facility as KWKW-FM. William J. Beaton is general manager of the station. Dick McGeary will join the sales department at that time.



CUDDLE UP, HONEYBUNCH!

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W·I·T·H—the BIG independent with the BIG audience.

W·I·T·H, you know, regularly delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H.

That means that just a *little* money goes a *long* way on W·I·T·H. Get W·I·T·H on your schedule fast! Call in your Headley-Reed man for the story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BANK ADVERTISING

BAB Gives Selling Tips

RADIO can assist banks to use advertising effectively and at less cost than almost any medium, but broadcasters must strive in every community to keep local banking institutions sold on the strength of the medium.

Cooperatively-sponsored network programs or specially transcribed radio dramatizations, prepared by the American Bankers Assn., are generating a new source of interest among banks in radio as a retail advertising medium. Yet a disturbing decline in the use of radio is evident—a fact which should command the attention of all broadcasters.

This word of caution and a host of facts and figures are contained in a February report on banking compiled for the industry by Broadcast Advertising Bureau as part of its selling-retailers series.

Over 2,000 banks are now using radio, compared to 146 in 1937, and nearly 100 such institutions undertook co-op network ventures during 1948, BAB points out. Despite the interest in radio, however, banks have been spending the majority of their advertising appropriations in newspapers, BAB reports. On the other hand, readership of bank ads is "notably low," it adds.

Advises Analysis

Pointing out that for every 10 accounts a bank must add a new one each year, BAB urges broadcasters to analyze bank prospects; pattern program, time and frequency after bank policy; suggest use of the ABA ad services; encourage co-op advertising among regional associations; exhibit the BAB slide film, "How To Turn People Into Customers," before local groups; recommend exploitation of banks' seasonal business; capitalize on increase in banks' checking services.

The ABA advertising service is available for as little as $150 for 52 programs in towns under 20,000 population, with possibility of participating sponsorship and thus lower cost, BAB points out. ABA service includes Series A (30 dramatizations covering all types of loans) and Series B (26 dramatizations written around theme of money management).

The report, which also covers bank functions, classifications and other aspects, cites banks' local sponsorship of such programs as Fulton Lewis jr., *America's Town Meeting of the Air*, and others. During 1947, for example, 97 banks sponsored 46 co-op programs on 1,059 stations comprising the four networks. Favorite show format was newscasts.

Report can be obtained from BAB, 270 Park Ave., New York 17, N. Y.

Sales multiply too—

when you use WIBW!

When you use the "most listened to" station in Kansas* you're *bound* to get results. Profitable results, because WIBW is the *preferred* station on farms, in small towns, and in metropolitan market areas. Profitable results, because ours is a long-established audience . . . loyal, responsive, and with plenty of money to buy. Profitable results, because your listener cost per thousand hits rock bottom.

Let WIBW Multiply Your Sales QUICK . . . like a rabbit

* *Kansas Radio Audience, 1949*

W I B W

C B S

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

Rep: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

IDEA MAKER

KIRO Airs Student's Show

AN idea that originated in the classroom will be introduced to the public Feb. 24 over KIRO Seattle in a 15-minute program format called *Mystery Movie Star*. The show, which offers a $100 prize to a listener guessing a star's name, was conceived in Prof. Milo Ryan's radio avertising class at the U. of Washington.

When Prof. Ryan assigned a term paper—to study needs of a Seattle business concern and work out a hypothetical radio advertising campaign — Student Harry Schmidt plunged into the project with high fury. Harry's "problem firm" was the Hamrick Theatres, a Seattle chain, for which he worked up an idea and a script—and received a good grade. Prof. Ryan was so impressed with the result that he took the program idea to KIRO.

From there, the program-ball started rolling. Account Executive Tom Chase, of KIRO, presented the details to Hamrick, the sale was consummated and the show scheduled. Mr. Chase helped Harry polish for broadcast. Chief clue in weekly quiz involves dialing the telephone and counting clicks. Promotion tie-ups are being used by the station and Hamrick. Sidelight: Harry Schmidt, while not writing term papers or studying, is a concessions manager for a competing theatre chain.

AFA Meet Planned

THE 10th District convention of the Advertising Federation of America will be held in Amarillo, Tex., Oct. 22-24, according to Monte Rosenwald, president of the Amarillo Ad Club and chairman of the convention committee. Mr. Rosenwald, a partner in Southwest Advertisers, Amarillo agency, announced that convention committee chairmen had been appointed and that plans for the session were being formulated at a series of organization meetings.

COMPLAINT by Federal Trade Commission that Continental Radio Tube Co., Chicago, engaged in deceptive and misleading practices in the sale of radio tubes has been generally denied by Continental Corp., Chicago. Hearings will be held, FTC added.

1st PRIZE—Teen-age audience: Marshall Small and Van Paul in "Tossed Salads" over KUTA.

1st PRIZE—Men's audience: Allan Ball in "ZCMI Breakfast Edition of the News," over KDYL.

1st PRIZE—Children's Audience: The Lady Valerie and "The Land of Make Believe" over KSL.

2nd PRIZE—General Family audience: Maurice Abravanel and "Utah Symphony Hour" over KSL.

2nd PRIZE—Women's audience: Gordon Owen in "ZCMI Home Maker" program over KALL.

Radio in Salt Lake City *Gets Results*

ZCMI Department Store

has won the coveted

NRDGA GRAND and FIRST PRIZE

for Beamed Radio Programs

Plus -

3 FIRSTS • 2 SECONDS

in 5 Classifications

in the 5 to 15 Million Dollar Volume Group

Again ZCMI and Salt Lake City radio stations win top honors in annual National Retail Dry Goods Association radio program contest held recently in New York City. With three first place and two second place awards for programs beamed to specific audiences in five classifications for stores with $5 million to $15 million volume, ZCMI also won the First Award and Grand Prize for groups of beamed programs. A year ago this same store won two first and one third and received "special commendation for the best overall job of radio programming for a retail store."

Special credit is due the following additional persons who are responsible for these achievements: Harold H. Bennett, vice president and general manager of ZCMI; E. Geoffrey Circuit, sales promotion manager, ZCMI; Frances Peterson, advertising manager, ZCMI; Edward E. Kash, radio and television director of the David W. Evans Advertising Agency; Francis Urry, producer of "Land of Make Believe," KSL; Ted Kimball, producer, "ZCMI Utah Symphony Hour," KSL; Gordon Owen, creator, "Home Maker," KALL.

WDSU·TV

hits a new note..

HIGH "SEE"!

ONE 3-MINUTE SPOT SELLS OVER $1500.00 TO TV-WISE NEW ORLEANIANS!

Inexpensive upholstery fabrics were featured in a 3-minute spot by a local department store. No other advertising of any sort was used. RESULTS: Sales of over $1500.00. WDSU-TV HITS AGAIN WITH HIGH "SEE"!

Ask Your JOHN BLAIR Man!

EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK
DECEMBER 25-31, 1949
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Point Change
1	2	Lux Radio Theatre (CBS)	7,621	19.4	−2.5
2	15	Mystery Theatre (CBS)	6,992	17.8	+3.1
3	22	Mr. Keen (CBS)	6,521	16.6	+3.8
4	5	Godfrey's Talent Scouts (CBS)	6,364	16.2	−2.0
5	6	Fibber McGee & Molly (NBC)	6,167	15.7	−1.5
6	14	Mr. Chameleon (CBS)	5,774	14.7	−0.2
7	10	Bing Crosby (CBS)	5,774	14.7	−1.3
8	17	F.B.I. in Peace & War (CBS)	5,735	14.6	+0.8
9	20	People Are Funny (NBC)	5,696	14.5	+1.1
10	64	Fat Man (ABC)	5,617	14.3	+5.0
11	30	Mr. District Attorney (NBC)	5,617	14.3	+2.8
12	1	Jack Benny (CBS)	5 499	14.0	−7.9
13	47	This is Your F.B.I. (ABC)	5,460	13.9	+3.0
14	3	My Friend Irma (CBS)	5,421	13.8	−5.1
15	46	Crime Photographer (CBS)	5,421	13.8	+2.9
16		Beulah (CBS)	5.342	13.6	+1.1
17	21	Dr. Christian (CBS)	5,303	13.5	+0.3
18	29	My Favorite Husband (CBS)	5,303	13.5	+0.9
19	42	Suspense (CBS)	5,264	13.4	+2.1
20	11	You Bet Your Life (CBS)	5,185	13.2	−2.7

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000 the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening on 1 to 5 minutes.

LEGAL CLINIC

N. Y. Radio-TV Sessions Set

LAWYERS will receive a thorough grounding from experts in the many legal problems of radio and television in a series of six weekly sessions to be held under the auspices of the Practicing Law Institute in New York beginning Feb. 28.

Program of lectures and panel discussions, to be held each Tuesday at the Roosevelt Hotel, were announced last week by David M. Solinger, New York attorney and course chairman. Speakers will include representatives from the networks, NAB, FCC, ASCAP and other fields.

Business aspects, practices and techniques for lawyers who represent stations, advertisers, advertising and talent agencies and copyright owners will be covered, with emphasis on current problems. Subjects marked for discussion comprise program content, agreements with announcers and entertainers, package agreements, licensing and special problems peculiar to television.

Those scheduled to participate, in addition to Mr. Solinger, include:

Gustav Margraf, NBC vice president and general attorney; Robert P. Myers, NBC assistant general attorney; Joseph A. McDonald, ABC general attorney and vice president; Howard L. Hausman, CBS vice president; Don Petty, general counsel, NAB; Herman Finkelstein, ASCAP; Edward G. Wilson, J. Walter Thompson Co.; Harry Plotkin, assistant general counsel, FCC.

Jules Herbuveaux Sr.

JULES HERBUVEAUX Sr., 77, father of Jules Herbuveaux, television manager at NBC's Central Division, died Feb. 6 in Chicago after a long illness. Funeral services were conducted Wednesday morning, and were followed Thursday by burial in Utica N. Y. Another son and two daughters survive.

PA. BROADCASTERS

Diehm Names Sub-Chairme

SUB-CHAIRMEN of the membership committee of the Pennsylvani Assn. of Broadcasters have bee announced by Chairman Victor Diehm, partner and general man ager of WAZL Hazleton.

The sub-chairmen are:

Dale Robertson, WSCR Scranton Northeast District; Charles Petri WISL Shamokin, North Central David Potter, WNAE Warren, North west; Robert R. Nelson, WAR Johnstown, Southwest; E. J. Hirsh berger, WEDO McKeesport, Alle gheny County Region; Thoma Metzger, WMRF Lewistown, Wes South Central; Arthur McCracke WGPA Bethlehem, Southeast; Roge Clipp, WFIL Philadelphia, Philade phia County Region.

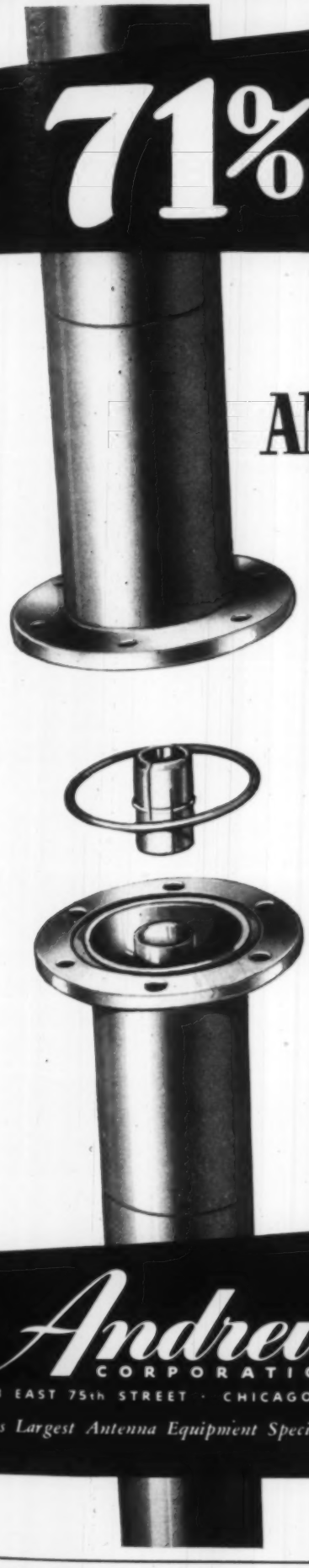
PRIZE PROGRAMS

Women Show Approva

ACCORDING to a recently com pleted survey by Guide-Post Re search, most Pittsburgh housewive are in favor of "give-away" pro grams. In the survey it was ex plained to 1,412 women that lega action was being taken to try an prohibit "give-away" programs an asked: "Do you think *Stop th Music* and similar prize program should be banned?"

Of the women voicing an opinion 63% were in favor of continuing the shows and 37% were for ban ning them. One-third of those in terviewed had no opinion. Includ ing those who are indifferent t the situation, a very small pro portion of the public is against give-aways, the firm said. Replace ments of prize shows will mos likely arise from more interesting and less costly programs than from legal action, according to Guide Post.

71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS



The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists

LEADERSHIP IN SERVICE TOO!

ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.

ANDREW

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

Hooper Up!* 24 HOURS A DAY

WHY "Hooper-up" AT WEMP?

1. 465 ft. tower delivers intensive coverage Milwaukee Retail Trading Zone.
2. In 15th Year of operation, business at new high level.
3. Year 'Round Hoopers show increasing share of audience.

SHARE OF AUDIENCE

* Hoopereport	WEMP Position May-Sept., 1949	WEMP Position Oct.-Nov., 1949	WEMP Position Nov.-Dec., 1949
10 listed stations			
MORNING	6	4	3
AFTERNOON	4	3	3
EVENING	3	3	3
SATURDAY	3	3	3

* Based on Hooper Station Listening Index.

WEMP AM-FM

Milwaukee, Wis.

24 HOURS of MUSIC, NEWS and SPORTS

Headley-Reed, Nat'l Reps. Hugh K. Boice, Jr., Gen'l Mgr.

GRAY NAMED

Army Secy. Heads U. of N. C

SECRETARY of the Army Gordon Gray, broadcaster and newspaper publisher, was chosen president of the U. of North Carolina last week. According to the Secretary, he will remain at the Pentagon post for several months before assuming the university position not later than Sept. 1.

Mr. Gray

Secretary Gray is president and owner of WSJS Winston - Salem, N. C., WMIT (FM) Charlotte, and president of Piedmont Publishing Co., publisher of the *Winston-Salem Journal* and *Twin City Sentinel*. As the university's new president, Secretary Gray, who has held the Army post since last June, will succeed Sen. Frank P. Graham (D-N. C.), who resigned as university president last March when appointed to fill a U. S. Senate vacancy.

New Duties

In his new post, Secretary Gray will head UNC proper at Chapel Hill, N. C., the North Carolina State College at Raleigh, N. C., and the Woman's College at Greensboro, N. C. His name was the only one submitted to the university board of trusteees on Feb. 6, making his election unanimous. He served in the N. C. State Senate in 1939, and again in 1946. President Truman appointed him Assistant Secretary of the Army in 1947 and Under Secretary last May. A successor to Mr. Gray's secretary post had not been named at the time of his resignation announcement.

APPLIANCE TRADE

Finds Radio Ads Mean Sales

DISTRIBUTORS of home appliances throughout the Southeast are sitting up and taking notice these days of the success of radio advertising.

Responsible for this is Calvin D. Mitchell, president of Southern Appliances Inc., rated the largest distributor of home appliances in North and South Carolina. Mr. Mitchell has placed, through Boettger & Summers, Charlotte agency, his eighth radio contract since last July. Three additional contracts are reported to be under consideration.

Southern Appliances' most recent program is a quarter-hour for Leonard (refrigerators, ranges, water heaters and freezers) on WBT Charlotte's *Grady Cole Time*. This program is directed to the farm home audience. Mr. Mitchell apparently has found in radio advertising the results he was looking for when he said: "All I ask of advertising is that it ring the cash register."

WEMP Serves the Milwaukee Empire with a Truscon Steel Radio Tower

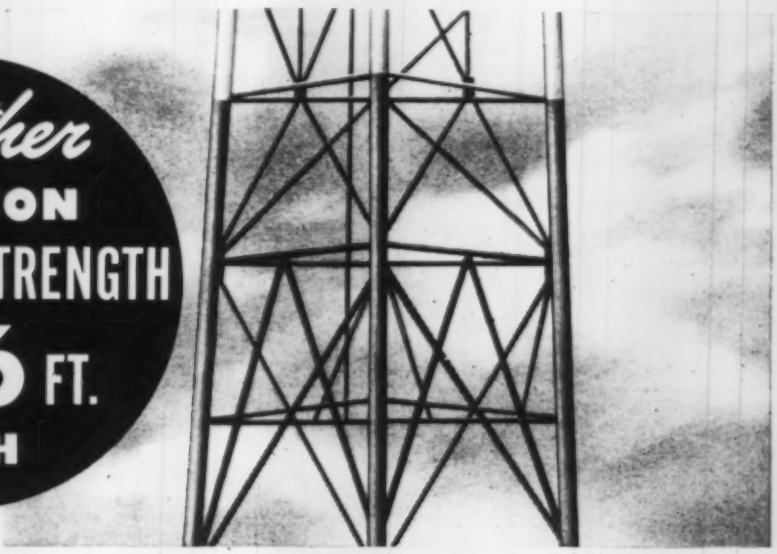
● Millions of people are concentrated in the rich industrial and agricultural area that comprises the Milwaukee empire.

Adequate coverage of this intensive listener audience made a radio tower of the most modern design a paramount requirement.

WEMP radio personnel enlisted the services of Truscon radio engineers, long skilled in designing radio towers to meet specific conditions all over America.

Promptly and efficiently, Truscon engineered and erected the 456 feet high over-all, self-supporting tower shown here, with its Western Electric 6-unit cloverleaf FM antenna.

Another TRUSCON TOWER OF STRENGTH 456 FT. HIGH



Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Sales Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

TRUSCON COPPER MESH GROUND SCREEN

March of Dimes

(Continued from page 25)

quests and pledges on behalf of the March of Dimes to the station. On the air through the night until 3:30 a.m., the program collected $302. Merchandise was awarded by local merchants to the largest contribution in each 15-minute period, and hats belonging to radio and motion picture stars were offered at auction.

* * *

KFAB: Listeners in 12 states and Canada responded after a March of Dimes jamboree over KFAB Omaha with all of KFAB's entertainers participating, station reports. Originally planned for 10:30 p.m. to midnight, the show evoked so much telephone and telegraph response that it was still going at 4 a.m. Over $800 was reported collected.

* * *

WACE: Kris Martin, disc jockey on WACE Chicopee-Springfield, Mass., brought in over $3,000 in the 1950 March of Dimes drive as a result of phone pledges in exchange for requests. For the third year, WACE cancelled all scheduled afternoon shows to air a daily disc show accepting $5 pledges over the phone. Pledges sent from listeners in six states brought the total over the $3,000 mark, according to WACE officials.

* * *

KLWT: A public service program lasting over five hours helped KLWT Lebanon, Mo., give the March of Dimes a big boost by giving the local fund over $600. Drive officials appealed to KLWT on the last day of the campaign when the goal still was not in sight. With merchandise donated by 40 merchants, Announcers Bob Shornick and Ken Corbett held a *Radio Auction*. Listeners phoned in bids and when the program ended, the entire lot of merchandise had been auctioned off.

* * *

ST. LOUIS STATIONS: In St. Louis, disc jockeys from six stations in the area joined in a special two-hour broadcast over KXLW. The jockeys' appeals for telephone pledges brought in more than $400 from 150 individuals and companies. Former Mayor of St. Louis Aloys P. Kaufman, vice chairman of the local campaign, opened the broadcast with a tribute to the disc jockeys for their generous help. Stations also represented were KMOX KST WEW KSD-TV, and WTMV E. St. Louis.

* * *

KENO: In Las Vegas, Nev., highest bidder on Si Willing's nightly recorded *Cake Sweepstakes* "took the cake." Listeners were requested to phone in their bids, and Mr. Willing went to the winner's home the following day to bake the cake. All cash pledges made during the broadcasts were turned over to the March of Dimes, with sizeable donations being collected nightly.

* * *

WTWN: For one night, from 9 p.m. until midnight, the entire staff of WTWN St. Johnsbury, Vt., contributed their time and talent to produce a show for the March of Dimes. Along with the staff were five orchestras and 15 acts featuring local talent. All sponsors whose time was taken up by the special broadcast were billed as usual by WTWN and this money was in turn donated to the March of Dimes. Sponsors were given a courtesy announcement.

KRNT: As 1,500 people cheered, 59,597 pennies were dumped onto a Des Moines stage in a "Polio Parade of Pennies," feature of the weekly broadcast of the *Hey Bob Safety Show* on KRNT. Many of the coins were contributed by Hey Bob Club membership, now totaling 12,500 youngsters, while other contributions were mailed to the KRNT show m.c., Bill Riley. The new Notre Dame football captain, Jerry Groom, a surprise guest on the broadcast, showed up with a sackful of coins from his teammates.

* * *

WMMW: The annual March of Dimes program in Meriden, Conn., got an opening kickoff from WMMW with an hour and a half of local entertainers and speakers. Mayor Howard E. Houston emceed and introduced both talent and speakers on the program. The annual WMMW auction for the campaign was held throughout the afternoon with listeners asked to phone in their pledges. Seven hundred dollars was taken in.

* * *

KYA: Almost $3,000 was poured into San Francisco's depleted March of Dimes fund a fortnight ago by Disc Jockey Del Gore of KYA. Money was contributed by listeners to an all-night *Discs for Dimes* show. Conceived by Mr. Gore, the session ran from midnight to 7:30 a.m.

* * *

WKDN: In Camden, N. J., Announcer Harry Smith of WKDN promoted the March of Dimes on his Monday-Saturday disc show, *Polka Patch*, drawing a daily average of 60 letters midway through the drive. With a 10-cent minimum set, individual contributions went as high as $5.

* * *

KVOR: Drawing on its experience during the war, when KVOR Colorado Springs, Col., sold over $3 million in War Bonds in auctions, the station ran a half-hour auction of merchant-donated items for the March of Dimes campaign. According to Everett Shupe, station and commercial manager, total raised was $750 which, together with contributions from another program, *Number Please*, accounted for about 10% of county's quota of $25,000.

* * *

KXOK: A white elephant auction sale, with all proceeds to go to the March of Dimes, was promoted on KXOK St. Louis by Charley Stookey and Hal Fredericks on their respective shows, *Song and Dance Parade* and *Town and Country*.

* * *

WDZ: During the March of Dimes fund campaign in Decatur, Ill., WDZ conducted a contest on the air between two of its staff members. Marty Roberts, the station's farm director, and Hugh Gray, staff announcer and disc jockey, competed with each other to determine which one would raise the larger amount of contributions for the Infantile Paralysis Fund. Called "Dollars for Discs," the plan called for Mr. Roberts and Mr. Gray to dedicate musical selections and announce the names of donors.

* * *

WATR WBRY WWCO: All three Waterbury, Conn., stations cooperated in the drive for funds with a five-hour long disc jockey dance jamboree at the Waterbury State Armory. An admission charge of three dimes was collected by eight disc jockeys working in half-hour shifts. The eight were Wally King, Al Vestro and Charlie Bengston from WATR, Al Dary and Bob Holczer from WBRY, Bob Crager, Gene Valentino and Jim Logan from WWCO.

* * *

WERE: In an opening day drive, WERE Cleveland kicked off the 1950 Cuyahoga County March of Dimes campaign with a collection of $10,365.12. From sign-on to sign-off, the station's talent "auctioned off" rare records, personally autographed discs, a pedigreed dog, tickets to a hit Broadway show and many other items donated by the listeners. The Cleveland March of Dimes headquarters designated WERE as the official local "kick-off" station.

* * *

WFMY-TV: When John Payne, motion picture star, appeared in Greensboro, N. C., to open the city's 1950 Infantile Paralysis Fund drive, his busy schedule didn't allow time to appear before WFMY-TV cameras. So Ted Austin, program director, and Bob Currie, production manager, equipped themselves with a Polaroid camera and flash attachment and caught up to Mr. Payne at the Central Carolina Convalescent Hospital, Greensboro's own contribution to the anti-polio fight. There they took a picture, and within half an hour, the camera print was viewed on WFMY-TV.

* * *

WMT: In Cedar Rapids, Iowa, WMT raised $6,300 the last week of the March of Dimes Drive when the CBS outlets ran a contest pitting the morning and daytime announcers against the evening shift. The night side proved to be the better team and succeeded in drawing contributions of $1,500 more than their co-staffers, WMT reports.

* * *

WEEI: Larry Homer, WEEI announcer, was appointed by Craig Lawrence, radio chairman of Boston's March of Dimes campaign, to head the disc jockey committee of local radio stations. The jockeys operated out of the Army booth on Boston Common. Recording equipment was set up and the announcers took turns conducting programs similar to their air shows. Models circulated through the crowds with containers collecting dollars and dimes for the fund.

* * *

WLDY: The lagging polio fund at Ladysmith, Wis., was spurred when WLDY was asked by local March of Dimes officials for aid in reaching the county goal of $5,000. Disc Jockey Tom Anderson opened his *Platter Parade* program with mention of the polio crisis and said four radio-equipped cars were stationed in various parts of the city, waiting for orders to proceed to various homes for contributions. By this and other programming aids, WLDY succeeded in raising close to $2,000 for the fund.

* * *

WHAY: After an all-night March of Dimes frolic at the local high school auditorium, WHAY New Britain, Conn., reported doubling its goal for the polio drive, with proceeds amounting to over $1,000. WHAY also contributed to the campaign with solicitation of donations and pledges from listeners by Cart Clements on his *Moonlight Matinee* show. Many radio, stage and local personalities appeared on both programs.

* * *

WLOI: Contest with a first prize of an all-expense one-week trip to Florida, a $250 ladies wrist watch and daily prizes of a full year of automobile "grease jobs" helped spearhead the March of Dimes contribution by WLOI La Porte, Ind. WLOI officials report over $9,000 was collected. Listeners were asked to identify the "mystery voices" (movie stars Chester Morris and Sonny Tufts), and send an accompanying contribution with each guess. Mr. Morris spoke at a dinner climaxing the campaign.

* * *

WOTW: In Nashua, N. H., WOTW added its share to the March of Dimes when Sportscaster Ed Lecius and Colorcaster Vern Proulx pooled efforts on the broadcast of a local high school benefit game. Listeners were requested to phone in their pledges to WOTW or the local March of Dimes headquarters. By final whistle time, a substantial amount was raised, station officials report.

* * *

KRIC: Starting on the opening date of the March of Dimes drive and continuing to its conclusion, KRIC Beaumont, Tex., each night invited a Beaumont celebrity to spin the platters and make with the chatter on the air in support of the campaign. Virginia Wade Ryder, KRIC program manager, reports the program created a lot of

(Continued on page 36)

* * *

SCROLL is awarded to Edwin R. Borroff, who resigned as president of Taylor-Borroff (now Taylor Co.), to manage KPHO-TV Phoenix. At luncheon given in his honor by Chicago Radio Management Club are (l to r): Kay Kennelly, media director, Olian Advertising; William McGuineas, commercial manager, WGN; Gil Berry, Chicago sales manager, DuMont; Mr. Borroff; Art Harre, general manager, WJJD; Roy McLaughlin, president of the club who presented inscribed scroll; John Blair, president, John Blair representative firm; Jane McKendry, timebuyer, Needham, Louis & Brorby; I. E. Showerman, NBC Central Div. vice president; John H. Norton Jr., ABC Central Div. vice president; Harold Safford, program director, WLS, and Tom Peterson, Chicago manager, Taylor Co.

makes a big difference whose voice it is

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

Radiorama

VETERAN stage and screen star, Joe E. Brown (r), and a group of radio executives, all old friends, exchange greetings at a luncheon in Chicago. In the group are (l to r): Al H. Morrison and William M. Ramsay, both of Procter & Gamble; Les Lear, mgr., NBC's *Welcome Travelers;* Tom Revere, Biow agency, and Mr. Brown.

FULTON LEWIS jr. (2d r) is commissioned a member of the sheriff's posse of Dallas County during his lecture at the Dallas Athletic Club. At the ceremony (l to r): E. O. Cartwright, WRR Dallas; George Smith and William Hensen, Dallas Athletic Club; Mr. Lewis, and Sheriff Bill Decker.

PROMOTION of *Musically Yours,* half-hour nightly program on KSFO San Francisco, is discussed by (l to r): Tom Maschler, advertising director of H. R. Basford Co., appliance distributor and sponsor of show, and Wallace Aron, account executive for Beaumont & Hohman Advertising Agency.

WHEN WONS Hartford, Conn., sponsored "Frank Luther Day," the noted children's entertainer presented some of his records to Governor Chester Bowles (c) at the State Capitol. With the governor are: Mr. Luther (l) and Jim Hogan, of Post & Lesser, Hartford distributor of Decca Records.

JAMES E. EDWARDS, president of WLS Chicago and the *Prairie Farmer,* was host to nine Midwest farm homemakers at his firm's annual advertising luncheon in Chicago. Guests included Mrs. Mabel Obenchain, president of the Women's Advertising Club, who discusses the project with Mr. Edwards.

SAM B. SCHNEIDER (r), farm director of KVOO Tulsa, is thanked by Robert Koch, executive secretary of the National Agricultural Limestone Assn. Inc., for his assistance in setting up in Washington the association's radio department, designed to promote nationally the values of agricultural limestone.

March of Dimes

(Continued from page 34)

favorable comment and had a large following.

* * *

KSOO: At KSOO Sioux Falls, S. D., Program Director Ray Loftesness and Newsman Orrin Melton cooperated in getting the 175th National Air Guard Squadron in Sioux Falls for a flight to Hot Springs, S. D., to make a recorded program in the polio wards of the Lutheran Hospital. Although hampered by bad weather, airmen and studio representatives accomplished their mission and the half hour program was presented on KSOO.

* * *

WXGI: Disc Jockey Harry Curran of WXGI Richmond, Va., didn't have much of his pay check left—if any—during the March of Dimes campaign. To help put the drive over the top, Mr. Curran made a bargain with listeners to his *Curran's Corner* that he'd match in amount any contributions to the campaign they sent in along with their requests. Since he is a man of his word as well as a man of his music, and since he received many contributions, other WXGI staffers have admiringly nicknamed Mr. Curran "Empty Pockets Curran."

* * *

KORN and KIJV: When the second annual "battle of two cities" for the March of Dimes between Huron and Mitchell, S. D., was conducted KIJV Huron and KORN Mitchell cancelled all commercial programs after 9:30 that evening. Hooked together with telephone lines as last year, both stations presented talent from the Mitchell Corn Palace and the Huron College Auditorium. Listeners were urged to phone in pledges which were collected by members of the Junior Chamber of Commerce calling at homes by car.

* * *

WKRT: Impetus was given the March of Dimes by WKRT Cortland, N. Y., when one afternoon was turned over to a request show to promote the drive. Aided by a staff of telephone operators, Herb Koster and Fred Elliott did their best to play all the requests, which were sent in accompanied by pledges to the campaign.

* * *

KOIL: Omaha's March of Dimes campaign was given a helping hand by KOIL when the Downtown Kiwanis Club and Lions Club held their annual race to see which could collect and lay out the longest line of dimes in a half hour. Four KOIL loudspeakers were installed at the scene, one of Omaha's busiest downtown street intersections, as the service clubs started laying dimes collected from pedestrians. The Kiwanians emerged victorious and the March of Dimes benefited by some $700.

* * *

WSNY: In Schenectady, N. Y., the infantile paralysis fund was given $1,262.20 after WSNY cleared its commercial schedule for 13 hours and staged its March of Dimes *Radio Day.* The public was invited to phone in and make pledges of aid along with requests for selections. Announcing chores for the stint were handled by more than 40 civic and business leaders.

* * *

WBSM: For one day, WBSM New Bedford, Mass., eliminated all commercials from 7 p.m. to midnight to present an all-telephone request program devoted to accepting pledges for the March of Dimes. A total of 1,868 phone calls were received, of which 1,618 were pledges totaling $1,262.15. In addition, the local telephone office counted 2,822 incompleted calls, making a grand total of nearly 5,000.

* * *

WGLN: The Glens Falls, N. Y., area, one of the hardest hit during the last polio epidemic, got a big helping hand in the current drive on WGLN when Dorothy Beckwith and Bill Krough asked their listeners to "buy" an election via their WGLN *Bulletin Board* program. Each listener was asked to vote for a child polio victim most deserving of a television set donated by a local merchant. Each vote had to be accompanied by a contribution to the March of Dimes. To facilitate the election, a voting ballot was placed in the local newspaper.

* * *

WLOK: The tables were turned on Tommy (*Welcome Traveler*) Bartlett when WLOK Lima, Ohio, said "Welcome traveler" to him when he flew to Lima for a special interview for WLOK's *Command Performance* show. The NBC outlet had Mr. Bartlett's engineer's cap to auction off for the March of Dimes fund.

* * *

CHARLESTON DISC JOCKEYS: In Charleston, S. C., Disc Jockey Bill Hedgepeth, of WCSC, spearheaded formation of the Charleston Assn. of Disc Jockeys as an outgrowth of a cooperative effort on the part of all disc jockeys connected with the five Charleston stations to raise money for the March of Dimes. Disc jockeys played tunes requested for each dollar contributed.

* * *

WHBC-AM-FM: A dozen languages were used on one show to voice the March of Dimes appeal by WHBC-AM-FM Canton, Ohio, in that city's radio kickoff. Representatives of na-

(Continued on page 72)

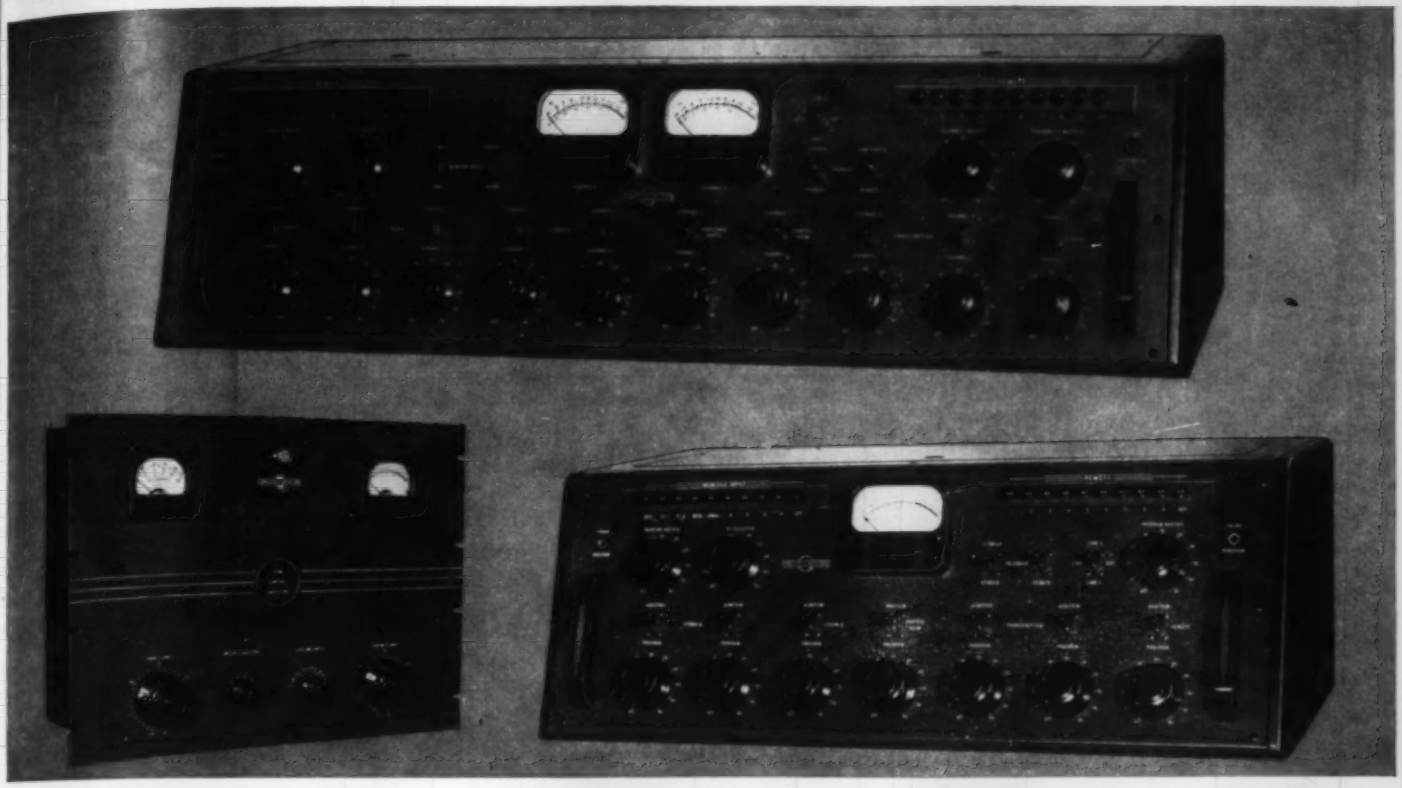
KUOM CONCERTS

Minn. U. Airs Symphony

WITH the emphasis on "humanizing their symphony orchestra programs," KUOM Minneapolis, the U. of Minnesota's non-commercial outlet, again this year is giving top priority to the planning and presentation of programs aimed at building interest in the famed Minneapolis Symphony Orchestra.

Conducted by Antal Dorati and produced by Burton Paulu, KUOM manager, 38 special programs are brought to listeners in the upper Midwest during symphony season. Eighteen of the broadcasts are designed for young listeners in schools—the other 20 for an adult audience.

The "humanizing" aspect probably receives its heaviest emphasis on the day preceding each of the scheduled young people's concerts. The *Minnesota School of the Air* presents a symphony preview at which three pupils from public, parochial and private schools discuss the next day's concert with Conductor Dorati. In addition, KUOM presents previews for adult audiences of the 20 regularly scheduled evening concerts during the symphony season.



• 26W limiting amplifier • 212A dual channel console • 212B single channel console

"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES

- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

212A FEATURES

- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES

- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

FOR BROADCAST QUALITY, IT'S ... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Dogwood Rd., Fountain City
KNOXVILLE

APPLAUSE

Coast-to-Coast Advertisers enthusiastically acclaim the new Lang-Worth 8-inch transcription

Radio Station WIBW
Topeka, Kansas
Your new 8-inch transcriptions have the finest tonal quality of any disks I have ever heard. Their outstanding clearness gives FM listeners the ultimate in transcribed music.

Radio Station WNEW
New York City, N.Y.
(TELEGRAM).
AFTER HEARING LANG-WORTH'S NEW TRANSCRIPTION MUST WIRE CONGRATULATIONS FOR BRILLIANT CONTRIBUTION TO RADIO AND RECORDING. CHIEF ENGINEER THINKS IT SUPERB. YOU'VE EARNED OUR RESPECT.

Radio Station CFCH
North Bay, Ontario, Canada
We have auditioned and compared the new 8-inch Transcription. The quality is excellent. All-in-all we think it is a marvelous idea.

Radio Station WIL
St. Louis, Missouri
Received the audition samples of the new eight inch transcriptions and think they are terrific! We are waiting with great anticipation the arrival of this library.

Radio Station WHHM
Memphis, Tennessee
We have auditioned your new 8-inch transcription samples and have found them very much to our liking, not only because of the size but the excellent reproduction.

Radio Station KFAB
Omaha, Nebraska
The quality is very good. The lack of distortion is amazing.

Radio Station KBIO
Burley, Idaho
I think that Lang-Worth really has something. Was very much amazed at the quality.

Radio Station WCAU
Philadelphia, Pa.
Just heard your new 8-inch Transcription. It's sensational! Congratulations!

Radio Station WSPR
Springfield, Mass.
Everybody at our station agrees that your NEW 8-inch transcription is the best we've ever heard.

Radio Station KCKN
Kansas City, Missouri
Our Engineering Department and Production Manager are highly favorable towards your new disc. We like the full tone range . . . we also like the uniformity of the cue-ins.

Radio Station KFFA
Helena, Arkansas
Again we commend you for the new 8-inch transcription. Hats off to the men who developed it. It's the utmost in tonal fidelity.

Radio Station WMMW
Meriden, Connecticut
We believe you have the one and only revolutionary idea in the whole transcription industry. The new 8-inch discs are marvelous! Keep them coming!

Radio Station WJEJ
Hagerstown, Maryland
Lang-Worth has out-done them all with the new 8-inch transcription. The quality is perfect. We sincerely hope that our name will be at, or near the top of the list when you start dishing them out.

Radio Station WBEC
Pittsfield, Mass.
Outstanding reproduction.

Radio Station KDAL
Duluth, Minnesota
Musical sclections sounded more "life like" with more brilliance and sparkle but with no loss of bass.

Radio Station WDBJ
Roanoke, Virginia
The samples of your 8-inch transcription are A-1. With minimum surface noise and practically no distortion, they definitely hold their own with any others. The added advantages of size and weight should make them outstrip the field.

Radio Station WXGI
Richmond, Virginia
Your new 8-inch samples tested. Engineers and announcers like them very much.

Radio Station WDHN
New Brunswick, New Jersey
The program and engineering staffs are more than satisfied with the quality and modulation percentage of the new records. Congratulations for the long step forward your firm has taken in making a good product better.

Radio Station WANN
Annapolis, Maryland
Your new recording is the Rolls Royce of the transcription world. The quality is superb . . . the tone brilliant . . . the uniform, two revolutions cueing is a three-star improvement.

Radio Station WKOK
Sunbury, Pa.
The new Lang-Worth platters are terrific in every respect!! Quality better and most certainly they are great space savers. Congratulations! When do we get the new library?

Radio Station WCPO
Cincinnati, Ohio
Our entire staff endorses your new 8-inch transcription. Quality wise it is "tops". The positive cueing device is an engineer's dream fulfilled!

Radio Station KECA
Los Angeles, California
Compared with other transcriptions, the NEW Lang-Worth 8-inch recording proved entirely favorable in all respects. Thanks too for solving our space problem.

Radio Station KTSM
El Paso, Texas
Reaction here is that you have done one of the finest jobs of recording we have ever had the pleasure of listening to.

Radio Station WCPS
Tarboro, North Carolina
Remarkable "presence" and brilliancy. My reaction to the transcription was most pleasant. Made standard transcriptions sound "flat".

Radio Station WHNC, WHNC-FM
Henderson, North Carolina
It is the consensus of opinion of the management, program department, engineers and several disinterested persons that this is the best transcription they have ever heard.

Radio Station KFDM
Beaumont, Texas
We think the new 8-inch disc is the finest thing you have ever produced.

Radio Station KGVO
Missoula, Montana
Very good. Extremely low surface noise . . . in fact, none at all and it is a great improvement over the older types of transcriptions.

Radio Station WCPM
Middlesboro, Kentucky
Your new 8-inch Transcriptions are by far the best yet produced.

Radio Station KSWO
Lawton, Oklahoma
Very good. The quality of reproduction is flawless.

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Editorial

How Big Is Radio?

NOW THAT estimated net time sales of U. S. radio for 1949 have been added up ($429 million for AM broadcasting), small, carping cries may be expected to be heard protesting that radio is: (1) the Eden of profit-mongers, (2) big business and hence monopolistic, (3) both.

Such are the recurring laments of the bureaucrats and do-good economists, and the only noteworthy characteristic of all of them is that they are untrue.

According to this publication's estimates, the total time sales of AM radio—national network, regional network, national and regional non-network, and local—amounted to $428,990,000 in 1949. Now $428,990,000 is a lot of money, viewed in a lump. But no one corporation or group in the business of broadcasting got its hands, even momentarily, on more than a fraction of that sum. And no corporation or group kept as profits more than an infinitesimal fraction of the fraction.

It is interesting to compare the *sales* of the entire AM broadcasting field with the *profits* of a single corporation in another field. General Motors, for instance.

In 1948, the latest year for which GM has issued a financial report, the consolidated *net income* of the corporation and its subsidiaries was $440,447,724. That is $11 million more than the total sales of radio.

For 1949 U. S. Steel Corp. has just reported profits of $165,958,806 or bigger than the sales of the four national radio networks and regional and miscellaneous networks combined, bigger than national and regional non-network sales, and exceeded only by the $182 million of local sales made by some 2,000 stations.

To our knowledge there has been no recent interest, even by the most avid anti-big business elements of the government, in questioning the legality of either the General Motors or U. S. Steel operations, a fact we are pleased to observe.

This being so, the cries against broadcasting bigness ought to be small indeed, too small certainly to be heard above the winds of Capitol Hill or over the bleats of the bureaucrats who are disposed to regard a radio license as a key to the mint.

HAROLD TUCKER WEBSTER, one of the New York Herald Tribune *Syndicate's veteran cartoonists, has for years been using as one of his regular topics "The Unseen Audience." Through his facile pen he has taken some murderous digs at radio and radio listeners. In one of his latest on this subject Mr. Webster, perhaps unwittingly, went a long way toward making amends. His picture showed Mr. Average Man answering a coincidental poll. Mr. A. M. says: "I'm listening to the nagging backache show. My wife is upstairs listening to a toothpaste show. My son is in his room listening to a breakfast food show. My daughter is tuned to a hair tonic show. Our cook is listening to a beauty lotion show. Our dog is stone deaf and is sleeping peacefully." Sounds as though there'd be little time left for cartoon-reading by any member of Mr. W's typical family.*

Free-Time Philanthropy

DETERMINATION of a growing number of broadcasters to quit playing ready philanthropist to causes which unashamedly beg time from radio while willingly paying their way in other advertising media is a natural consequence of a long and sorry history of abuse of the public service responsibility of broadcasting.

Because it operates at the whim of government license, radio, more than any other medium, is susceptible to organized pressure. It is no secret that among organizations with a view to propound, the belief is widely held that they have but to phone a radio station, mutter darkly of letters to the FCC and forthwith be accorded—free, of course—the 7 to 8 p.m. period of Sunday evening to bespeak their cause.

It does not seem to strike such organizations as inconsistent that, coincident with their demands for free time from radio, they may be buying space from magazines or newspapers at regular rates.

Undeniably however such practice is not only inconsistent but discriminatory. The revolt of many broadcasters against further charity to the Army, at least during the first half of this year, cannot come as a surprise to any lucid mind. The wonder is that the reaction did not set in long ago.

We do not suggest that the announcement by Grant Adv., the Army's new agency, that radio will be given a considerable share of the budget for the fiscal year beginning July 1 was inspired by the recent protests of broadcasters. We doubt, however, that radio's share was at all endangered by the protests.

The record of broadcasting in providing support for good causes is unmatched by that of any other medium. The industry's reputation in this regard will be improved—not impaired—if broadcasters insist upon their inclusion in campaigns like the Army's as participants, not dupes.

Brake on Progress

IF UNCLE SAM really doesn't want to see television grow too fast—and the charge has been made—the new TV excise tax proposed by Treasury Secretary Snyder [BROADCASTING, Feb. 6] provides an excellent way of slowing this dynamic industry.

It's strange—or is it?—that this government spokesman should send the House Ways & Means Committee an eloquent argument about the way excise taxes are hurting business and the need for lower rates. Then in the same message that so forcefully explains why cuts are necessary, Secretary Snyder calls for a new 10% tax on television sets.

If excise taxes are crippling important segments of the American economy, why then are they suddenly suggested for the industry that highest government officials predicted would lead post-war socio-economic dvelopment?

Unfortunately it's the smaller companies and the small-income people who would be most seriously affected by this proposed TV set tax. Manufacturers have brought prices within reach of the average family by production ingenuity and intense competition. Now they would be facing a high—10%—tax that promises to slow down this employment-producing post-war phenomenon in American progress.

All this comes at a time when FCC's drawn-out freeze prevents normal development of an industry whose growth will assure an even greater volume of corporate tax receipts.

Sounds as though tax-wise Uncle Sam is income foolish.

Our Respects To —

GEORGE FRANCIS ISAAC

LOOK FOR the man who fashioned WCFL Chicago into a major contender for the midwest advertising dollar and you inevitably wind up with George Francis Isaac.

During the past year and a half under his tenure as commercial manager, WCFL, now with 50 kw, has rapidly extended its influence over and beyond the four-state area covered by its signal.

Day and night, wherever he may be, Mr. Issac argues quietly that WCFL is "the midwest's best radio buy." And with rates less than one-third those of Chicago's four other fulltime 50 kw stations, WCFL makes sense to dozens of Chicago and New York buyers.

If its revenues of the past year continue to mount, the nation's first and only AM labor station may well join the nation's top stations in programs and facilities. Every penny poured into its coffers since it was founded in 1926 has been ploughed back into operations. This policy is now paying off in a dominant schedule of sportscasts, sparkling local programs, network shows, and a tight workmanlike operation. This is good sales ammunition for Mr. Isaac, who invites clients to come get on the bandwagon while costs are low.

Equipment-wise, the station already boasts one of the finest transmitters known to radio engineering, and its studios and executive offices, high in the American Furniture Mart on Chicago's Lake Shore Drive are ultra-modern.

When William A. Lee became head of the Chicago Federation of Labor in 1946, a new and colorful figure entered radio. Long famous in labor and civic circles as president of Chicago's blue ribbon Bakery Drivers' Union and trustee of the International Brotherhood of Teamsters, he soon asserted his astute business leadership at WCFL.

He looked for a new sales manager and found Mr. Isaac, a 20-year veteran in radio, within his own organization. Mr. Isaac's experience as commercial manager of WGN Chicago and with advertising agencies, as well as his success at WCFL, made his selection a natural.

George Isaac has been a salesman since his boyhood days in Mankato, Kan., where he was born Nov. 12, 1902. He worked both as a newspaper delivery boy and behind the counter of a grocery store. At Mankato High School, where he played a fast game of basketball in addition to his part-time employment, he won a scholarship to Northwestern U.

This free tuition helped, but hardly paid expenses at college, so Mr. Isaac became interested in the business end of Northwestern's

(Continued on page 42)

XUM

Business is always better in Washington, D.C.

Building construction in Washington, D. C., increased last year more than in any other major market: residential up 85%, non-residential up a booming 275%. And Pulse reports that WTOP's share of audience is always building: now 36% larger than any other station.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION · REPRESENTED BY RADIO SALES

KYW SHIFT

Rawlins Named Manager; Begley, McCall Resign

STAFF realignment of Westinghouse Radio Stations Inc.'s KYW-AM-FM Philadelphia was announced last week by Walter E. Benoit, vice president.

L. R. Rawlins, formerly manager of industrial relations of the firm, has been appointed KYW manager to succeed Robert E. White, who has been transferred to Westinghouse's KDKA Pittsburgh.

Mr. Tooke

Mr. Rawlins

At the same time, two resignations of KYW executives were announced by Mr. Benoit. They are Program Manager James P. Begley and Sales Manager Harvey McCall Jr.

Mr. Begley has been succeeded by Franklin Tooke, formerly program manager at KDKA since 1942. Robert H. Teter, of the KYW sales staff since 1927, has replaced Mr. McCall as sales manager.

Mr. Rawlins joined the Westinghouse parent company in the industrial relations department of the Louisville Ordnance Plant in 1942. He served in various industrial relations capacities until his transfer to the radio stations subsidiary in 1946 with the title of manager of industrial relations. Prior to 1942, Mr. Rawlins was active in accounting and merchandising. He is a native of Jackson County, Ohio.

While attending DePauw U. from which he graduated in 1934, Mr. Tooke won a $1,000 President's Fellowship entitling him to a year's study at the American Academy of Dramatic Arts. He joined Westinghouse at WOWO Fort Wayne in 1935 and was transferred to KDKA in 1941.

Mr. Teter, native of Boston, was active in the advertising field with N. W. Ayer & Son, Philadelphia; H. M. Dittman Advertising Agency, and A. E. Aldridge Assoc. before joining KYW in 1947.

Gilbert To Speak

EUGENE GILBERT, director of Gilbert Youth Research and Gilbert Television Research, will speak on "How the Videometer Measures TV Impact," tomorrow (Feb. 14) at a luncheon session of the American Marketing Assn. radio-television group at New York's Hotel Shelton.

ROAD SHOW . . .

DULUTH, MINN.—"They keep telling me, 'Let's keep the show on the road.' That's all I hear," snootoots Otto Mattick as he hits the trail on his private trainocar. "So I cruise the Duluth-Superior area continuously, keeping KDAL and CBS personalities and programs before the public." He does, too. KDAL's never-ending promotion of its features has kept KDAL at the top of the Hoopers for a long time. Of course, audience dominance like this means successful selling for KDAL advertisers. Are you one now?

Current availabilities may be had from Avery-Knodel. Now is a good time to get on KDAL.

Respects

(Continued from page 40)

campus publications. During his junior and senior years he was well known among undergraduates as business manager of the *Purple Parrot*, one of the Big Ten's better humor magazines. He remained at school during the summer sessions as publisher of the *Daily Northwestern*, campus newspaper.

Finishing school in the spring of 1924, he joined the advertising department of the *Chicago Tribune*, and after five years in various divisions was selected to head up WGN's commercial department. In those fast-moving days as WGN sales manager, Mr. Isaac signed the original contracts between Mutual and its first stations, and he was a member of the first MBS board of directors.

In 1935, he joined the former Lord & Thomas advertising agency as radio director. Some of the most successful Chicago originations of the '30s were conceived, promoted and sold by Mr. Isaac. A brief excursion into the station representative business preceded his employment by WCFL.

Owner of WCNT Centralia, Ill., Mr. Isaac gets a broad view of radio, but finds it unnecessary to visit this southern Illinois property often because his resident manager, Jack Flanigan, "is doing a swell job."

Married In 1928

Mr. Isaac and Iris Detweiler of Chicago were married Sept. 4, 1928. His bride was an accomplished soprano, having studied abroad for several years as a young woman. There are two children—Jacqueline, 16, a student at New Trier high school in Winnetka, Ill., and Gerry, 13, who attends grade school in nearby Glencoe, on Chicago's North Shore, where the family resides.

A Saturday golfer, Mr. Isaac belongs to the Skokie Country Club. He also holds memberships in Phi Gamma Delta, his college fraternity, and Sigma Delta Chi, professional journalistic fraternity to which he was elected while at Northwestern. He belongs to the Northbrook Sports Club and is active in the Chicago Radio Management Club.

Dunkirk Argument

OPPOSITION of WBNY Buffalo, N. Y., to FCC's new station grant to WFCB Dunkirk, N. Y., despite WBNY's claims of objectionable interference was argued Feb. 3 in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, June 27, 1949]. WBNY, assigned 250 w on 1400 kc, objected to Commission's grant of 500 w on 1410 kc to WFCB. Before the court, WFCB and FCC argued that WBNY's claim of interference was without sufficient engineering support, while WBNY contends its measurements were made by Commission standards.

Management

JOHN E. BARRETT, formerly sales manager of WIKY Evansville, Ind., appointed manager of operations for station.

GRAEME ZIMMER, radio director of Syndicate Theatres Inc., owner of WCSI (FM) Columbus, Ohio, resigns to become general manager of radio interests of Radio Virginia Inc., owner of WXGI Richmond, Va., effective Feb. 15. He joined Syndicate Theatres as promotion director of WCSI in June 1947, was elevated to manager in April 1948 and radio director following October.

Mr. Zimmer

EUGENE S. THOMAS, general manager of WOIC (TV) Washington, appointed vice president in addition to his present duties. He has been with WOIC since its inception in January 1948. He previously was sales manager of WOR New York for 10 years.

GORDON ALLEN, formerly business manager and executive director of Yakima Broadcasting Corp., licensee of KYAK Yakima and KALE Richland, Wash., appointed general manager of WGEZ Beloit, Wis.

RON LITTERAL appointed manager of KLYN Amarillo, Tex. He formerly was with KEPO El Paso, and before that with WACO Tex., and KTEM Temple, Tex.

Mr. Litteral

LLOYD E. YODER, general manager of KOA Denver, initiated into Sigma Delta Chi, national journalism fraternity.

KELLY ANTHONY, director with KFI-TV Los Angeles for past year and one-half, named to newly created post of assistant to general manager.

BEN W. MUROS, assistant manager of WWSW Pittsburgh, Pa., appointed station manager.

Janet MacRorie

JANET MacRORIE, 60, one-time director of continuity acceptance at NBC, died Feb. 4 in New York after a long illness. Miss MacRorie served with NBC from 1934 to 1941 as continuity acceptance chief, and in that capacity established many standards still in use today. Since leaving NBC she had been associated variously with the Office of War Information, the Canadian Broadcasting Corp. and in public relations capacities.

A TOTAL of $286,000 in new business has been signed by WPAT Paterson, N. J., in the past three months, Herman Bess, commercial manager, has announced.

A QUALITY PRODUCT DESIGNED TO MEET EXACTING REQUIREMENTS

Radio broadcast engineers will appreciate the new

EKOTAPE

Broadcast Model 107

The NEW EKOTAPE Broadcast Model has been designed especially to meet the many requirements expressed by broadcast station engineers as their ideas of an ideal tape recorder. Every facility at the command of Webster Electric Company has been used to make this the most outstanding achievement in tape recorders at a price that places it within reach of all broadcast stations, large or small. Check the features listed here, then have your nearest dealer demonstrate the tone perfection, simplicity of operation and its absolute dependability.

EKOTAPE is distributed by Graybar and independent distributors in all major cities.

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin • Established 1909 • Export Dept. 13 East 40th Street, New York 16, N. Y. Cable Address: "Arlab", New York City.

"Where Quality is a Responsibility and Fair Dealing an Obligation"

A Few of the Many SPECIFICATIONS and DETAILS

Compact and portable; units may be removed for installation in standard R. M. A. rack. It can be purchased less carrying case.

Powerful oversize two speed synchronous motor; heavy flywheel and special drive give constant tape speed.

Tape speed 15" per second for full half hour or 7½" per second speed for full hour program.

"A" "B" Selector switch for tape or program.

Switch connects VU Meter for measuring either recording or output level.

Safety button prevents accidental erasing of a recording.

Operator is able to start recording on cue without time lag.

Triple heads, erase, record and playback assure neutral tape and distortion-free playback.

Overall frequency response is ±2db 60 to 12,000 cycles at 15" per second tape speed. ±2db 60 to 7,000 cycles at 7½" per second tape speed.

Write Today For Complete Specification Sheet

Century News Photo Plan

. . . costs you nothing. You get a check for each merchant displaying our sign. Sign shows human-interest picture, merchant's name plus your audience promotion.

Over 60 stations increasing profits thru Century Plan. Call letters, recommendations, details on request. Absolutely no obligation.

MAIL COUPON TODAY — *Extra Profits Without Cost*

INVESTIGATE NOW!

CENTURY NEWS PHOTO SERVICE
2525 BROADWAY N.Y. 25
Myron Firkser Barry Firkser

WITHOUT OBLIGATION, send me details of your profit-producing plan. If I like it, I'll have plan exclusive in my city.

NAME

TITLE STATION

STREET ZONE

CITY STATE

a distinctive news photo service

MANY STATIONS ARE NOW INCREASING BILLINGS WITH CENTURY

Promotion

EVENING newscast on KOMO Seattle should carry news accentuating the bright side of local and world events, its sponsor, Fisher Flouring Mills, decided. Accordingly, whenever possible, only good news is included in roundups, aired at 11 p.m. nightly. "Bedtimers Club" members, group formed of listeners who were pleased by cheerful news plan, are issued certificates of membership. Green and white certificate carries pictures of owls playing horns, violins, etc., as puns on their names, great horned owl, screech owl, etc. Wise owl is shown reading book marked "KOMO."

Bird and Beard

COLORFUL promotion piece sent to trade by KMOX St. Louis features pictures of bird from cuckoo clock and modern "Rip Van Winkle." On cover, salesman is pictured sleeping under tree with long beard curled around him. Cuckoo bird prepares to waken him with microphones marked KMOX. In rapid sequence, bird tells salesman to recall KMOX's leadership 15 years ago. Top of pages in booklet picture salesman sleeping with his beard growing longer, as text recalls statistics concerning station's prominence. At end of book, salesman receives shave and prepares to sell KMOX to his customers.

Finding Sponsors

COVER of promotion piece prepared by WBBM Chicago shows drawings of radios of all sizes and descriptions. WBBM microphone and caption, "Look for the sponsors . . .," complete cover. Inside announces that "more [advertisers] use WBBM than any other radio station in Chicago." After turning page of red cellophane, same drawing as was on cover is seen, with listeners filled in.

Lapel Pins

MINIATURE golden crown, suitable for use as a woman's lapel pin, was sent to trade editors by Kenyon & Eckhardt, New York, last week to promote Ford Motor Co.'s *Ford Theatre* (CBS-TV, Fri. 9-10 p.m.) presentation of "The Royal Family," Broadway play, on Friday, Feb. 10.

Hand for INP

BLUE folder with pictures of hands applauding on cover is promotion piece sent to trade by International News Photos, New York. Letters from Norman Baer, associate producer of *Headline Clues* on WABD (TV) New York, and Jack Knell, director of news broadcasts for WBT and WBTV (TV) Charlotte, N. C., commending service given by INP are reproduced. Back of bulletin shows globe and reads, "INP . . . a global picture service for timely, versatile TV news programming."

Monday Promotion

IN Monday edition of Buffalo (N.Y.) *Evening News* for past few weeks, ads seven columns wide and page length have promoted television. Lineups of shows to be seen on WBEN-TV that city, and sporting and news events available to owners of sets have been pictured. Object of ads is to stimulate reader interest in owning TV sets. Ads are run by paper, owner of WBEN-TV. One angle stressed in ads is fact that current sets are not soon to be outmoded.

Report on Coverage

TWENTY-three page report on coverage by WCOP Boston of General Motors Auto Show in New York has been mailed to trade by station. Report includes summary of shows and announcements carried by station, merchandising given event, as well as script from program on WCOP discussing auto show. Report is mimeographed on station's stationery and attached with brads to blue folder.

WOW-TV Cooperation

AS PART of "Television Month" in Omaha, WOW-TV that city, is carrying series of announcements urging immediate purchase of TV sets. Paid newspaper ad, run by station, two columns wide and full length of page, listed network and local shows available over its facilities under heading, "The biggest bargain in town is a 1950 television set."

BAB Release

"TEASER" announcement of booklet entitled "Radio's Feminine Touch" sent to trade by BAB. Pink folder features illustrations used in booklet which has been prepared by BAB for use by NAB member stations. "Radio's Feminine Touch" is 32-page booklet designed for distribution to retailers, pointing up radio's appeal to women buyers. It is prepared in such a way that facts concerning particular women's shows on specific stations can be inserted. Case histories illustrating radio's success with women buyers are included. Copies are priced at $7.50. Postcard to be used in ordering is attached to folder. Also included is small booklet explaining the function and introducing key personnel of BAB.

Letter Opener Announces

CARD to which letter opener bearing call letters of WRBL Columbus, Ga., has been attached, announces new address of station. Opener is made of plastic, and card bears drawing of station's new studio. Address of WRBL now is 1350 13th Ave., Columbus.

Blurb for MacPherson

REPRINT of article concerning Stewart MacPherson, quiz master on WCCO Minneapolis, sent to trade by station. Article gives history of Mr. MacPherson and sums up some of the techniques used by him which proved popular in England. Article appeared in Jan. 19 edition of *Minneapolis Morning Tribune*.

Eight Times Around

FOR eighth consecutive year, KFAB Omaha, Neb., is sponsoring 4-H Club Timely Topic Public Speaking Contest. Series of state-wide elimination contests choose two final winners, one boy and one girl, each of whom is awarded $250 scholarship to U. of Nebraska.

Television Seminar

TELEVISION seminar was conducted by WLWD (TV) Dayton as part of three-day Public Information Specialists' Conference at Wright Patterson Air Force Base. Seminar consisted of addresses by station officials, outline of departmental coordination, and forum, followed by inspection of WLWD facilities, including mobile unit. Representatives of Army, Navy, Marine, Civil Air Patrol and aircraft industry took part in telecast which concluded seminar.

Sizing Up Network

QUARTET of brochures stressing station coverage and growth of network have been distributed by ABC-TV, with stress on four key words—Higher . . . Lower . . . Bigger . . . Better. First piece, "Higher," points up WJZ-TV New York, transmitter and antenna move to top of Empire State Bldg. Second, "Lower," cites lower production costs for ABC-TV advertisers "because ABC's New York Television Center has every production facility right in the same building where the programs go on the air." Third brochure refers to ABC Pacific Coast TV headquarters—"bigger than any other television plant in the world." Last, headed "Better," emphasizes wide coverage through its five O & O TV stations in top markets—New York, Chicago, Los Angeles, Detroit and San Francisco.

Short Stops

LATEST promotion in Mutual's "Mr. Plus" series is blue folder, reprint from trade press. Folder, bearing picture of Mr. Plus dressed as policeman holding sign reading "Stop," has been sent to trade. Folder proclaims that 29.5 second stop on Mutual will "make dealers happy." Text points up Mutual's ability to enable stations to identify local dealers on network shows.

Personnel

RANDY SMITH, advertising and promotion manager of KOA Denver for past eight years, resigns effective March 1 to join KNBC San Francisco in same capacity. In new position he will succeed **ETHEL GILCHRIST**, who is leaving to set up residence in Los Angeles. Prior to joining KOA, Mr. Smith was with Western Adv., Leon Livingston Adv. and Buchanan & Co. He is succeeded at KOA by **CYRIL M. PENLEY**, former assistant news editor.

Mr. Smith

Mr. Penley

PAT TETZLAFF, new to radio, joins WJW Cleveland as promotion and publicity director. He formerly was with insurance trade press on Pacific Coast.

HAL L. NEAL, with WXYZ Detroit since 1943, appointed advertising, sales promotion and publicity manager of WXYZ-AM-FM-TV, succeeding **DEAL LINGER**, resigned to become advertising and sales promotion manager of ABC Central Div., Chicago, effective Feb. 15.

ART GRAY, promotion manager of WTVJ (TV) Miami, Fla., is the father of a girl, Meridithe Ann, born Feb. 1. His wife, **MRS. BEA GRAY**, is former copy chief at WTVJ.

BILL WEAVER, star of *Waitin' for Weaver*, commentary and music show on KCBS San Francisco, grits his teeth and takes a firm grip on a few of the contributions he received after soliciting for old folks in 17 Bay Area institutions. According to KCBS, contributions received during the three-week campaign included: 10½ barrels of yarn and sewing material, 18 barrels of remnants, three barrels of silk stockings, 816 knitting needles, 1,822 assorted games and puzzles and 2,603 packs of playing cards.

ANA SPRING MEET

Mosley Program Group Head

GEORGE MOSLEY, advertising manager of Seagram Distillers Corp., will serve as program committee chairman for the 1950 spring meeting of the Assn. of National Advertisers, Paul B. West, ANA president, announced last week. Meeting will be held in Hot Springs, Va., March 29 to April 1.

Integration of an advertising program with company operations, stressing the "how to" aspects of organization, will be the underlying theme of the ANA sessions, which are being planned jointly with the American Assn. of Advertising Agencies. The AAAA will hold its annual meeting March 30 to April 1 in White Sulphur Springs, W. Va. The two conventions will merge the last two days of the meetings.

WCVS RECOGNITION

Paper Cites Safety Drive

WCVS-AM-FM Springfield, Ill., has been cited in a Springfield newspaper editorial for its role in taking the lead to promote a safe driving campaign sponsored by the Springfield Passenger Car Safety Assn.

The editorial, appearing in the daily *Illinois State Journal*, quotes a letter of the secretary of the Passenger Car Safety Assn., commending WCVS for its cooperation.

In further recognition, C. W. Neeld, general manager of WCVS, was made an honorary captain in the School Safety Patrol. Station sponsors the Safety Patrol broadcast as well as those of the Safety Patrol Choir and special safety announcements.

Commercial

WILL SUMNER Jr., formerly promotion and continuity director of WKOW Madison, Wis., appointed sales manager of station.

AL TYLER, formerly general manager of WSUA Bloomington, Ind., appointed sales and promotion manager of WIKY Evansville, Ind., succeeding **JOHN E. BARRETT** (see Management).

ROBERT M. LAMBE, formerly account executive for WMPS Memphis, Tenn., appointed commercial manager of WFMY-TV Greensboro, N. C. He was general manager of WNCA Asheville, N. C., and prior to that was on sales staff of WSJS Winston-Salem, N. C.

Mr. Lambe

GORDON ANDERSON, formerly with WCOG Greensboro, N. C., and WBBO Forest City, N. C., joins WKIX Columbia, S. C., as salesman.

JOHN BARCLAY LOTTIMER, formerly with City Investing Co., New York, joins sales staff of WRNL Richmond, Va.

BLAINE SWART, formerly with KROS Clinton, Iowa, and WFRP Savannah, Ga., joins sales staff of WSAM Saginaw, Mich.

WM. G. RAMBEAU Co. appointed national sales representative for KVAK Atchinson, Kan.

JOSEPH B. MATTHEWS, former manager of WIRK West Palm Beach, Fla., joins WLOW Norfolk, Va., as business manager. He is former manager of WCMI Ashland, Ky., and WGKV Charleston, W. Va.

JIM NEIDIGH Jr., former manager of KRSC Seattle, joins sales staff of KING-TV Seattle as local account executive, effective Feb. 15. He entered radio as announcer on KFIO Spokane and later was announcer and salesman at KXA Seattle.

EDWARD B. GREEN, for past five years account executive with Bozell & Jacobs Inc., Omaha, joins sales staff of KFAB Omaha.

WILLIAM T. NACE, with WIP Philadelphia since 1941, appointed comptroller of station, succeeding **EDWARD DEMSEY**, resigned.

HAL LAMB, former director of radio and television for Geare-Marston Inc., Philadelphia, joins WCAU-TV that city as commercial representative.

KING MITCHELL, formerly commercial manager of KTBI Tacoma, Wash., joins sales staff of KOMO Seattle as account executive.

WALTER DUNCAN, former vice president in charge of sales of WSNY Schenectady; **SI LEWIS**, previously with Harry S. Goodman Radio & Television Productions, New York; **AL SCHNEIDER**, formerly with NBC and MBS, and **BOB KOCHENTHAL**, who was manager of air-cargo sales for New York district of Northwest Airlines, added to sales staff of WPIX (TV) New York.

WALTER H. (Bill) STAMPER, sales and promotion manager for WDOD-AM-FM Chattanooga, added to faculty of Evening College of U. of Chattanooga. He is instructing two radio courses, in which he covers television.

JULIAN M. KAUFMAN, formerly with Tolle Adv., San Diego, joins KGO-TV San Francisco sales staff.

KATZ AGENCY, station representative, distributes booklet, "Here's Television," intended to arouse television interests of sponsors that have not yet used the medium.

World Renewals

NINETEEN stations have renewed and extended contracts with the World Broadcasting System for continued use of its transcribed library service, the firm announced last week. The stations are:

WROL Knoxville; KGHF Pueblo, Col.; KEYS Corpus Christi, Tex.; WASK Lafayette, Ind.; WLAP Lexington, Ky.; KIXL Dallas; WLBG Laurens, S. C.; KSVC Richfield, Utah; WTAG Worcester, Mass.; KWAL Wallace, Ida.; WNBH New Bedford, Mass.; KGLU Safford, Ariz.; WAIM Anderson, Ind.; KTBI Tacoma, Wash.; KSLM Salem, Ore.; KGRI Henderson, Tex.; WCSI (FM) Columbus, Ohio; KCIL Houma, La.; WGBF Evansville, Ind.

BETTER SCHOOLS

Pull 600 Million Impressions

MORE than 600 million listener impressions were scored in 409 network messages on behalf of The Advertising Council's Better Schools campaign from August 1949 to January 1950, William R. Baker Jr., executive vice president, Benton & Bowles Inc., told the Advertising Club of Boston last month.

That radio support, he said, is equivalent to 40 times the circulation of the *Bob Hope Show* of Dec. 20, 1949, or a coverage equal to 100 chapters of a national daytime serial like *Portia Faces Life*. In addition, Mr. Baker said, the total listener impressions would be swelled by numerous local messages carried by individual stations. He said that business men had contributed more than $2 million in space and time to the 1947-48 campaign. He expected the current drive to exceed that record.

Canadian Set Sales

ALL PREVIOUS records for sale of radio receivers in Canada were broken during December when 103,834 receivers were sold, according to a report of the Radio Manufacturers Assn. of Canada. Previous record was set in November 1947. A total of 729,970 sets were sold in Canada in 1949 with a retail value of $54,470,021.

ADVERTISING Week annual observance will be held May 1-6.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

"The Tex Beneke Show"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Production

LEE HON, assistant program director in charge of operations at WBBM-CBS Chicago, begins work today (Monday) at the New York network staff under direction of **FRANK B. FALKNOR**, vice president in charge of program operations and former manager of WBBM. Mr. Hon worked at the Chicago station 18 years except for his period of war service.

ED PENNEY, formerly staff announcer with WEIM Fitchburg, Mass., appointed program director and chief announcer of WFGM same city.

DAVENPORT SMITH, formerly with WSTC Stamford, Conn., and later staff announcer, newscaster and director of special events for WBRC Birmingham, Ala., appointed program director and production manager of WBRC.

CHARLES HERBERT, for past year freelance radio director, and before that radio director with N. W. Ayer & Son Inc. for five years, joins ABC Hollywood director staff. He replaces **CLAIR WEIDENAAR**, resigned to join KULA Honolulu as program director. Mr. Weidenaar had been with ABC for past four years.

EDMOND O'BRIEN, film star, signed as lead in weekly 30-minute CBS package *Yours Truly, Johnny Dollar* which resumed Feb. 3, Friday, 10-10:30 p.m. (EST), with West Coast transcribed repeat, 8:30-9 p.m. (PST).

JIM O'CONNELL, formerly with WTAW College Station, Tex., joins KORA Bryan, Tex., as staff announcer.

JERRY LESTER, comedian, named m.c. of Saturday 9-10 p.m. *Cavalcade of Stars*, on DuMont Television Network.

FRED P. HASELTINE, formerly disc jockey with WDNC Durham, N. C., joins announcing staff of WRNL Richmond, Va.

JAY SNYDER, formerly with WLCX LaCrosse, Wis., joins KFH Wichita, Kan., as announcer.

KATHERINE CARY IGLEHART, formerly operations assistant with WAAM (TV) Baltimore, appointed traffic manager of station.

BOB CROSBY, formerly with KSET El Paso, Tex., joins announcing staff of WTOL Toledo, Ohio.

CHARLOTTE GARNER, formerly with KGBS Harlingen, Tex., and WSAZ Huntington, W. Va., joins WCKY Cincinnati. She will be heard on *Mary Monroe* show and assist in continuity department.

JOE TRAVIS, former disc jockey for WALL Middletown, N. Y., joins announcing staff of WGBB Freeport, N. Y.

HARRY LUKINS, formerly with WAVE Louisville for seven years, and later with WIBC Indianapolis, rejoins WAVE-TV as announcer and newscaster.

JACKLYN SROUFE appointed music librarian at KIRO Seattle, effective Feb. 24. She succeeds **JOYCE WELTY**, resigned.

KENNETH ARMSTRONG, formerly of WKBZ Muskegon, Mich., joins announcing staff of WTAM Cleveland, replacing **ROBERT SHELLEY**, resigned to join WMRC Greenville, S. C., as disc jockey.

MRS. CONNIE STACKPOLE, director of *New England Cupboard* show heard on several Yankee Network stations, joins Granite State Network as director of *The Connie Stackpole Show*. Network consists of WOTW Nashua, WKBR Manchester, WTSV Claremont and WWNH Rochester, all New Hampshire.

DON SMITH, formerly with WBNS Columbus, Ohio, joins WKBN Youngstown, Ohio, as announcer.

CARL LAWTON, formerly with Northeast Airlines in public relations and sales roles, appointed film librarian for WBZ-TV Boston.

ELLEN HARRIS, women's commentator of CBR Vancouver, is in Great Britain and Europe gathering material for her broadcasts.

BOB CROSBY returns as m.c. of CBS *Club 15* March 27 replacing **DICK HAYMES**. Show is sponsored by Campbell Soup.

AWARD as "Traffic Safety Man of the Year" is presented to Roger W. Clipp (2d r), general manager of WFIL-AM-FM-TV Philadelphia, the *Inquirer* stations, by the Philadelphia Highway Traffic Board. Presentation was made Feb. 7. Also holding an award for his contributions is *Inquirer* Reporter Owen F. McDonnell (l). Congratulations are offered the recipients by Bennett E. Tousley (2d l), board's education and publicity committee chairman, and J. C. Furnas (r), author of "And Sudden Death" and other magazine articles on safety. Mr. Clipp received honors for his part in organizing and promoting the "Silly Willie" two-month safety drive in that city.

RELIGIOUS RADIO

RRA Questions FCC Stand

RELIGIOUS Radio Assn. has told FCC that "we see no justification for raising the question of the First Amendment with respect to the licensing of religious radio stations . . . or to the reservation of bands of frequencies for such stations."

RRA referred to (1) FCC's call for a hearing on the constitutionality of allocating FM frequencies for religious stations, as requested by the Southern Baptist and Texas Baptist conventions, and (2) an FCC examiner's recommended denial of an application of the Reorganized Church of Christ of Latter Day Saints, Independence, Mo., pending decision on the Baptist petition [BROADCASTING, Nov. 21, 1949; Jan. 2].

Calling attention to the Supreme Court's McCollum decision, which held the federal government may not aid any religion or all religions, RRA President Edward J. Heffron contended that "If the Commission uses the McCollum decision against religious radio stations, logic would require it to apply the same rule against all religious programs on commercial stations."

Mr. Heffron said at least 21 stations would be affected if FCC should decide against licensing religious radio outlets, and that in his opinion all religious programs would be ultimately affected.

REGULAR Saturday morning show, *Breakfast in Dayton*, over WING Dayton, serves breakfast to its audience for charge of 50¢. Tickets to show are sold out now for every Saturday through July 15, station reports.

HOOVER REPORT

Wash. State Stations Lauded

EFFORTS of Washington State stations to promote public understanding of the Hoover Report have been characterized as an "outstanding job in the public interest" by Dr. Raymond B. Allen, chairman of the Washington Committee on Federal Reorganization.

Dr. Allen, who served on the Eberstadt "task force" committee of the Hoover Commission and who last summer directed the medical services of the newly unified Defense Dept., reportd that 24 stations in Washington State gave more than 18 hours of free time to the educational effort of his committee in the past three months.

Most widely used, Dr. Allen said, have been three transcribed programs, one recorded at KIRO Seattle, another at KJR Seattle and the *Grange Forum*, which was used on its regular schedule of six stations throughout the state. Other cooperating stations cited by Dr. Allen include:

KRKO Everett, KBRO Bremerton, KBRC Mt. Vernon, KONP Port Angeles, KXLE Ellensburg, KMO Tacoma, KGY Olympia, KOMW Omak, KVOS Bellingham, KPQ and KWNW Wenatchee, KYAK KIMA and KIT Yakima, KWSC Pullman, KXRN Renton, KWLK Longview, KNEW and KFIO Spokane, KUJ Walla Walla.

WBIZ To Join ABC

WBIZ Eau Claire, Wis., will join ABC, effective March 1. The station will be the 288th affiliate of the network. WBIZ operates with 250 w on 1400 kc, and is owned by WBIZ Inc. It also is an affiliate of MBS.

SELLING NEWS
WIKY Tells Audience Why

LISTENERS to WIKY-AM-FM Evansville, Ind., 9 a.m. newscasts were introduced to daily explanations of the whys and wherefores of radio news during a recent two-week sponsorless interlude, the station reports.

Purpose of the one-minute "lessons"—the time slot on sponsor-hiatus for the five-minute newscast—was to explain "why WIKY newscasts are different," why they are listened to, the job of radio news and how news is gathered for a broadcast, John Munger, news director, explains.

Taking the listener behind the scenes, the promotion-education series pointed up family listening, good taste, human interest, conversation style of writing, editing, qualified news personnel, news sources, sports items, wire services use and fact-reporting. Mr. Munger says "that's how we put a five-minute newscast to work for *us*; how we think we sold news with news."

RADIO NEWS COURSE
U. of Minn. Sets Feb. 17-18

CLIFTON UTLEY, national news commentator for WMAQ-NBC Chicago, will be the featured speaker when the U. of Minnesota School of Journalism holds its fourth annual radio news short course at Minneapolis, Feb. 17 and 18. He will talk at a dinner in the Radisson Hotel, Feb. 17. The Minnesota Associated Press Broadcasters are meeting in conjunction with the course.

Among other scheduled speakers for the course are:

Wallace E. Stone, manager of KILO Grand Forks, N. D.; John F Meagher, manager of KYSM Mankato; Art Stringer, NAB; Jim Bormann, news director of WMT Cedar Rapids, Iowa; Tony Moe, promotion manager of WCCO Minneapolis; W. Earl Hall, managing editor of Mason City (Iowa) Globe Gazette, and university professors Dr. Ralph D. Casey, Mitchell V. Charnley and Charles E. Swanson.

Radio News Play

RADIO news emphasis now is on the national and local scene, taking the play from international affairs as compared to 1945, according to a survey announced Feb. 3 by ABC editors of *Esso Reporter* broadcasts over WJZ New York. Comparison of six days in January 1945 with same period this year revealed international play declined from 62.9% to 12.8%; local jumped 19.5% to 40.5%, while national rose 17.9% to 46.7%. *Esso Reporter*, broadcast Mon.-Sat., 7:55 a.m., 12:30 p.m., 6 p.m., and 11 p.m., is sponsored by Standard Oil of New Jersey, through Marschalk & Pratt, New York.

ROBERT MOORE
Heads Transradio Press

ROBERT E. L. MOORE, vice president of Transradio Press Service since 1945, has been elected president of the corporation, Herbert Moore, founder of the company and board chairman, announced last week. He succeeds Dixon Stewart, Transradio's president since 1945, who has been given a new assignment in the field of visual news dissemination.

Mr. Moore

Re-election of Rex R. Goad as vice president in charge of news operations also was announced. Mr. Goad is Washington bureau manager and has been with Transradio for 16 years.

Robert Moore, 40, joined Transradio immediately following its organization in 1934. He established the company's Washington bureau and served as bureau chief until 1937 when he made a country-wide tour to establish new bureaus and extend Transradio's facilities. He later served as assistant to the president, Southern division manager and covered the invasion of Europe. He is a charter member of the National Assn. of Radio News Directors.

SALES STUDIES
Ohio Group Names Plan Unit

SALES research and training plans will be studied by an educational committee appointed by Carl George, president of the Ohio Assn. of Broadcasters, to work out plans that will benefit both Ohio State U. and Buckeye stations.

The committee, which will coordinate its efforts with those of Dr. Kenneth Cameron, Ohio State U., is composed of the following: Hugh Higgins, WMOA Marietta, chairman; Al Heiser, WLEC Sandusky; Robert Mason, WMRN Marion; Bill Orr, WBNS Columbus; Robert Runnerstrom, WCOL Columbus; William Sprague, WHK Cleveland, and Harvey Young, WHIO Dayton.

Platters to Politics

MYRON J. BENNETT, former disc jockey, has entered the gubernatorial race in Iowa on the Democratic ticket. Primaries will be held in June. Mr. Bennett used radio two years ago to help win the election to the safety commissioner post in Des Moines which he now holds. In that capacity, he is head of both police and fire departments. Stations at which Mr. Bennett formerly worked include WCKY Cincinnati, KRNT Des Moines, KWK St. Louis and KSO Des Moines.

News

JOE CUMMISKEY, former Mutual sportscaster, joins WPAT Paterson, N. J., as director of news, sports and special events. He formerly was featured on Mutual's *Inside Sports*, was once sports editor of now defunct New York *PM* and before that on staffs of the *New York News* and the *Buffalo Times*.

JACK JUREY named news editor of WKBN Youngstown, Ohio.

JIM GRANER appointed to succeed JIMMY DUDLEY as sportscaster for WJW Cleveland. Mr. Dudley resigns, effective Feb. 15, to freelance.

MALCOLM JOHNSON, formerly with now defunct *New York Sun*, joins International News Service as reporter.

WALTER CARLE resigns as director of news and public service from KTTV (TV) Los Angeles to freelance in radio and television.

SEYMOUR FOX joins news and special events staff as writer at NBC Chicago. He worked previously for WMOR (FM) Chicago and at Transradio Press.

CAMERON CORNELL, news editor of KERN Bakersfield, Calif., joins CBS Hollywood news bureau as writer.

JULIAN BENTLEY, news editor at WBBM Chicago, named board member of Headliners Club of Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

ROBERT F. HURLEIGH, news director of WGN Chicago, is the father of a boy, Steven Lankford.

TRANSIT RADIO
22% Sponsor Gain Reported

A GAIN of 22% in number of sponsors using Transit Radio was reported in the final two months of 1949, according to a listing of station reports released last week by Transit Radio Inc., Cincinnati.

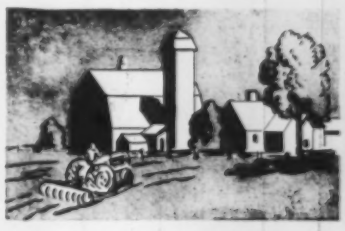
During December a total of 459 sponsors used Transit Radio on the 14 stations releasing reports, as compared to the previous report for October of 376 sponsors on 13 stations, the music-as-you-ride firm revealed. Largest gains were recorded among appliance and furniture dealers, clothing and department stores, florists and jewelers, with no classification showing a decrease, Transit Radio reported.

WDBC New Facilities

WDBC Escanaba, Mich., owned and operated by the Delta Broadcasting Co., has inaugurated new facilities operating on 680 kc, 1 kw. Affiliated with the *Escanaba Daily Press*, WDBC formerly operated on 1490 kc, 250 w. John P. Norton, publisher of the newspaper and president of the broadcasting company, said formal dedication of the new facilities is planned for late in February or early March.

Rx FOR R

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.
330 West 42nd Street, New York City

Allied Arts

MITCHELL MILLER, former director of popular music, Mercury Record Corp., joins Columbia Records Inc. as director of popular records division.

RCA's THESAURUS Record Library Service releases to subscribers two new transcribed radio shows, *Music by Roth* and *Ray McKinley and His Orchestra*.

COFFIN, COOPER & CLAY Inc., Hollywood, announces signing of seven local advertising agencies for ratings and audience analysis. They are: Ruthrauff & Ryan; J. G. Stevens Adv.; Dan B. Miner Co.; Dana Jones Co.; Walter McCreery Inc.; Hixson & Jorgensen Adv. and Perrett Co.

WABF (FM) New York, renews its contract with **Columbia Records Inc.** for Thursday evening broadcasts, 6 p.m.-midnight, for third successive year.

RICHARDSON-HUBBELL, Television Networks Ltd., London, Eng., appoints Cinetel Corp., New York, as its exclusive representative in United States.

GENERAL ELECTRIC Co. signs two-year agreement with **A. C. Nielsen Co.**, Chicago, for its television index service.

C. P. MacGREGOR Electrical Transcriptions moves to 5 N. Wabash Ave., Chicago, Room 1612, from 612 N. Michigan Ave. **WILLIAM M. MERTZ Jr.** is Chicago manager.

Equipment

C. PAUL YOUNG appointed government sales manager of Philco Industrial Div.; **GEORGE A. HAGERTY** named commercial sales manager, and **WILLIAM M. CAREY** appointed operations manager of Industrial Div.

GABRIEL V. BUREAU, former technical commercial manager for North American Philips Co., and before that assistant sales manager for Amperex Electronics Corp., appointed field engineer for equipment sales department of Radio Tube Div., Sylvania Electric Products Inc.

GENERAL ELECTRIC Co.'s electronics Dept. establishes office in Electric Bldg., Houston, Tex., as part of its southwestern district operation. Office will come under district headquarters at Dallas and will be headed by Dallas personnel. **W. B. EVERY** appointed district representative for sale of replacement tubes and receiver parts for General Electric Co.'s Atlanta, Ga., office.

Richard Drukker Named

RICHARD DRUKKER last week was elected president of the North Jersey Broadcasting Co., operator of WPAT-AM-FM Paterson, N. J. Mr. Drukker succeeds his brother, Dow H. Drukker Jr., publisher of the *Herald News*, Passaic, N. J., who will continue as a director of the broadcasting company.

Mr. Drukker

WJR GROSS

2½ Months Over Million

WJR Detroit signed new gross business of $1,015,128.25 in the two and one half month period between Nov. 15 and Jan. 31, Harry Wismer, general manager and assistant to the president, announced last week. Mr. Wismer said the figure set a new sales record for the period.

He also pointed out 1949 has the highest sales year in the 24-year history of WJR and December 1949 set a new monthly record in gross sales.

KTFI FOR CHEVROLET

Triple-Program Campaign Fits Sale Mold

KTFI Twin Falls, Idaho, has put some starch and vinegar in a selling campaign for Chevrolet which it believes proves the 1 kw NBC outlet can do as good a job as any metropolitan station.

As described by Manager Florence M. Gardner, KTFI aimed its sights on a threefold program schedule and hit the target on the bullseye. The station's task was to put over a big promotion drive for six local Chevrolet dealers. Crux of the campaign was to make as many people as possible aware of the GM automobile and familiar with the Chevrolet dealers in the area.

Toward this end the dealers pooled resources, enough to purchase three half-hour periods of Class A time that included: A dramatic mystery show, *Box 13*, Mayfair Transcription Co. package, Sunday, 7:30 p.m.; a pop-concert music program, *Cavalcade of Music*, Lang-Worth produced, Monday, 8:30 p.m., and a western song-fest "hit parade" type program, *The Magic Valley Hayride*, station-produced, Saturday, 6:30 p.m.

The triple-day schedule was chosen, and the times staggered, in order to reach a greater cross-section of listeners during their "at-home" hours. The shows also were in the peak of A time, thereby fitting into a pattern of top rated programs.

While the absolute effect of such a campaign is difficult to measure, direct evidence was obtained that many potential Chevrolet buyers visited their dealers to ask questions about the car after having listened to one of the program's series. That was success enough for Chevrolet, KTFI reports.

The catch-all, the station points out, was the attempt to reach a highly varied listening audience during the equally as varied "at home" nights and time periods. However, each of the programs was fitted into a night when the network had similar type programs scheduled.

Along with this radio promotion, mats supplied by the packagers were inserted on the radio log page of the daily newspapers and various other displays used throughout the area. Allowance for flexibility permitted the dealers' names to be mentioned on each program in a rotating schedule, with two different dealers usually named on a single program.

ATTENDING remote pick-up of 1950 Chevrolet showing, a feature of KTFI's campaign, are (l to r): C. N. Carruthers, Chevrolet district sales manager; H. Spence, Glen Jenkins Chevrolet Co. sales manager; Jack Farrar, special events announcer, KTFI, and Glen Jenkins, dealer firm's owner and manager.

Technical

FRANK GOLDSTEIN named chief engineer at WMOR (FM) Chicago, succeeding DAVID B. PIVAN, resigned to work with James E. Everett Engineers, Evanston, Ill. Mr. Goldstein's new assistant is WALTER CHILDRESS Jr.

G. L. McKENNA, formerly manager of Industrial Products Section of Engineering Products Dept. of RCA Victor, Camden, N. J., appointed assistant to W. W. Watts, vice president in charge of RCA Engineering Products Dept.

Mr. McKenna

SPEARS MALLIS, recent graduate of Chicago Television Institute, joins WTVJ (TV) Miami, Fla., as engineering assistant under direction of JACK SHAY, technical director. HERBIE FIELDS, student at Radio & TV School of U. of Miami, joins WTVJ as cameraman and sound technician.

PAUL KELLY, formerly chief engineer of WWNI Wabash, Ind., joins WCSI (FM) Columbus, Ind., technical staff.

HARRY MAULE, member of NBC Chicago engineering staff 15 years, promoted to supervisor of TV field engineering operations. He replaces COURTNEY SNELL, transferred to NBC New York.

IVAN IZENBERG, WNJR Newark staff engineer, and EDITH LEVIN, of Gordon & Rudwick Adv., New York, have announced their marriage.

RCA Engineering Products Dept., Camden, N. J., announces production of power control unit for mobile TV pickup equipment, providing power consumption readings and permitting regulation of input and output voltages from central point in unit.

HOOKER-FREDERICK

New Production Firm Formed

A NEW corporation, West Hooker-Frederick Productions Corp., New York, has succeeded the former West Hooker Telefeatures Inc.

West Hooker, head of the former concern, is president of the new firm located at 2 W. 46th St. Frederick Klein is vice president and treasurer. The new company will produce not only radio and television shows but also theatrical and motion picture enterprises.

Mr. Hooker

LATEST news and developments in field of magnetic tape recording are featured in *Magnecord INK*, new monthly publication of Magnecord Inc., Chicago tape recorder manufacturer.

AMONG visiting dignitaries and station executives present at formal opening ceremonies of WPAW are (l to r): Co-owner Murphy, Mayor Robert Connelley of Central Falls, R. I., Sen. Green, Pawtucket's Mayor McCoy and Co-owner Hysco.

* * *

WPAW ON AIR

New Daytime Independent

WPAW Pawtucket, R. I., owned and operated by the Roger Williams Broadcasting Co., went on the air last month with opening ceremonies marked by congratulatory addresses by visiting dignitaries and holding of open house.

Those taking part in the noontime sign-on activities Jan. 15 included Sen. Theodore Francis Green (D R.I.); Mayor Ambrose J. McCoy of Pawtucket, who pulled the switch to put WPAW officially on the air; Neale D. Murphy and Dominic A. Hysco, co-owners, and Dan Hyland, general manager, who signed the station on.

Among organizations represented at the ceremonies were the Chamber of Commerce, school and police departments and members of the clergy, as well as business establishments.

Scheduled programming began the following day. Mr. Hyland reported that during the first day two half-minute pleas for blood donors were answered by 20 volunteers within a half hour after a local woman underwent an emergency operation. On Jan. 26, the new outlet's facilities were turned over to the March of Dimes campaign.

A daytime independent, WPAW is assigned 500 w on 1380 kc.

WCKY Success

REX DALE'S *Makebelieve Ballroom* on WCKY Cincinnati has proved so successful that show, exactly as programmed, can now be heard in Puerto Rico. The program director of WZQ, 50 w Air Force Radio Service station on the island, wrote and asked WCKY Station Manager Charles H. Topmiller for a copy of the *Makebelieve Ballroom* theme and a format of the show. It seems WZQ had received many requests for a show of this type. So, Mr. Topmiller obliged with the ballroom theme and a 15-minute disc of the ballroom background. The WZQ program director says the show is now becoming one of the most popular programs aired in the Puerto Rico area.

Radio Rescue Call

IT didn't take long for KLFY Lafayette, La., on the air only a month, to discover radio's emergency usefulness. An automobile accident outside of the station's downtown hotel studios last month seriously injured a woman and her eight-year-old daughter. Bill Patton, newscaster, described the scene from an open sixth floor window, thus being first with the news. When he aired an appeal for an ambulance, one was rushed to the scene within one minute, KLFY reports. Sixty seconds later still another ambulance appeared. KLFY operates on 1390 kc with 500 w.

A SOLID FRONT FOR KRNT IN DES MOINES' NEWSCAST HOOPERADE

KRNT NEWS SHOWS OUTHOOPER ALL NEWSCASTS OPPOSITE THEM ON ALL OTHER STATIONS*

FABULOUS 59
THAT'S CHAS McCUEN'S WHOPPING AUDIENCE PERCENTAGE

FABULOUS 48
THAT'S GORDON GAMMACK'S GREAT AUDIENCE PERCENTAGE

FABULOUS 42
THAT'S RUSS VAN DYKE'S DYNAMIC AUDIENCE PERCENTAGE

*C. E. Hooper Share-of-Audience, City Zone, May thru Sept., 1949

EXPERIENCE, VISION, INITIATIVE, ENERGY, SHOWMANSHIP KEEP KRNT IN THE LEAD ALWAYS — IN ALL WAYS!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Most Valuable' Stories

EDITOR, BROADCASTING:

Your article "Mitch's Pitch" in the Jan. 3 issue of BROADCASTING plus the "How Do Radio Results Compare With Those of Other Media" article in the 1950 YEARBOOK number are two of the most valuable pieces that have ever been published anywhere concerning radio. We have been doing similar things locally but never have had shown to us in one place the basic formula and the details of completely offsetting the misapprehension that too many advertisers have. . . .

Ralf Brent
Sales Promotion Manager
WBBM Chicago

* * *

Praises 'Mitch's Pitch'

EDITOR, BROADCASTING:

. . . I want to congratulate you on the article "Mitch's Pitch" in your [BROADCASTING, Jan. 30] issue, and to ask what you thought of the idea of your publication printing Mitch's entire pitch, which is available on platters, but at a cost that the stations who need it most cannot pay (even though they should). Just an idea that I know would be deeply appreciated.

Ernest L. Spencer
General Manager
KVOE Santa Ana, Calif.

* * *

Galbreath Answered

EDITOR, BROADCASTING:

Mr. Ed Galbreath, radio instructor of Statesville, North Carolina, in his letter to the Editor, BROADCASTING, Feb. 6, asked for assistance in getting "all network programs every night in the week regardless of atmospheric conditions."

I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I resided in another of the underserved areas, Michigan's Upper Peninsula.

There is only one solution to the problem of inadequate radio coverage in Mr. Galbreath's area which is typical of so much of the United States. To better serve these small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

Our neighbor, Mexico, is using power in excess of 50 kw on all six of its clear channels, whereas stations in the United States are stymied from improvement in service because of an archaic power limitation (50 kw).

There is no reason why small town and rural listeners should not have service somewhat comparable to that enjoyed by their city friends. Increased power for clear channel stations is the answer, and the FCC has the authority to grant it.

Ward L. Quaal
Director
Clear Channel Broadcasting Service
Washington

* * *

EDITOR, BROADCASTING:

Re the letter of Mr. Ed Galbreath . . . Statesville, N. C.

Mr. Galbreath's letter points up one of the greatest mistakes made by broadcasters in the use of FM. In the area in which Mr. Galbreath is located I am sure that he not only can get *every network program* he desires, but will have a *choice* of stations to listen to if he will resort to a reasonably good FM set or converter.

Palmer A. Greer
Radio Engineer
Spartanburg, S. C.

* * *

Dear Mr. Galbreath:

In reading the Feb. 6 issue of BROADCASTING I find . . . you . . . asking how small town listeners can have available all network programs every night in the week regardless of atmospheric conditions.

This question has been answered to hundreds of thousands of people in the Southeast when they purchased an FM radio.

Though WMIT does not belong to any of the networks you mentioned in your letter, I would like to call to your attention the fact that, in Statesville, N. C., you can receive day and night complete coverage of the two networks you mentioned from at least seven different sources. For NBC shows I recommend that you tune in WSJS-FM in Winston-Salem, WSOC-FM in Charlotte, or WOPI-FM in Bristol, Tenn. For your ABC programs I suggest you tune in to WHKY-FM in Hickory, WMFR-FM in High Point, WAIR-FM in Winston-Salem, and possibly WGNC-FM in Gastonia. . . .

John M. Dunnagan
Box 1164
WMIT Charlotte, N. C.

[Copy to BROADCASTING]

* * *

Gardner Sees Hope

EDITOR, BROADCASTING:

In your columns there have been some disheartened, but staunch, standard bearers advocating the principle that RADIO MUST SELL ITSELF.

One phase of this has been the sore subject of newspaper references, where radio references on local or network shows or newscasts could be used equally easily, equally authentically. We want our own medium to *think* and *talk* radio.

For the sick of heart on this campaign, there is hope. It is beginning to show on some NBC shows. Some months back on NBC *One Man's Family* one of the characters of the play was remaining home to listen to *Duffy's Tavern*, and then again Saturday night, Jan. 28, on the *Dennis Day* show, two of the characters made their appearance at the courthouse, because, they learned that a particular situation had arisen, on the late evening newscast!

So, all you advocates of this reference-policy, take heart, we may be gaining ground—from the acorn the mighty oak did grow!

Florence M. Gardner
Manager KTFI
Twin Falls, Ida.

* * *

Sees Network Fear

EDITOR, BROADCASTING;

It was a pleasure to read your editorial "The Rich, Full Life," in the Jan. 30 issue of BROADCASTING . . .

. . . I have never been able to understand why it is, with the great increase in hours-of-listening, in set ownership, in radio's demonstrated effectiveness, in cost of network and station operation, that network rates should remain at 1940 levels. All other media have raised their rates in keeping with the ascending costs of doing business. There can be only one "cheapest" advertising medium, and network radio seems to take pride in that dubious distinction.

It is difficult to understand the network thinking which permits the condition to continue. My contact with network officials leads me to believe that they are governed by fear; fear of competition, of the loss of important accounts, and more recently, to television. Apparently, *Life* magazine hasn't had the same fears and very realistically raised its rates in keeping with its value—and its production costs.

E. E. Hill
Executive V. P.
WTAG Worcester, Mass.

* * *

THAT "thing" pointed to by Announcer Bob Daniels, of KDAL Duluth, Minn., is his "static eliminator" which he has invented to counter teletype machine paper charged with static electricity, plague of many a radio newsman who has found garbled type as a result. The "thing" consists of a milk bottle filled with water, a piece of cloth, wires and string. KDAL-CBS says it will supply details to an interested party, although "patent has not been applied for. . . ."

Praises Bob Hawk

EDITOR, BROADCASTING:

I enjoyed Mr. Kleban's story about Jack Benny's trip to Houston [BROADCASTING, Jan. 30]. I had a similar experience several years ago when Bob Hawk came to Charleston, W. Va., where I was then operating WCHS. Bob came to do his quiz show and emcee a local talent show during a war bond drive. He was far more gracious than any of the local people and certainly set a fine example.

Howard L. Chernoff
V. P. and Gen. Mgr.
San Diego Journal
San Diego, Calif.

* * *

Todd Manages KAKE

EDITOR, BROADCASTING:

A word of thanks for a publication that brings a report of the up-to-the-minute, nation-wide activities in the radio industry to my desk every Monday morning.

I would like to point out an error in the CLOSED CIRCUIT column of Jan. 30 stating that Jack Todd, the unopposed nominee to the 12th District directorship, is from KFBI Wichita, Kan. Mr. Todd is manager of KAKE, the Mutual outlet in Wichita . . .

C. Dale Allen
Chief Engineer
KTSW Emporia, Kan.

Roger M. Wise

ROGER M. WISE, 52, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 5 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past year since his company, Roger M. Wise Co., had been acquired by Philco. He was associated with the radio-TV industry for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

ALL hockey and basketball games at U. of Denver, Denver, are being broadcast by students in university's radio department over KFEL-FM Denver.

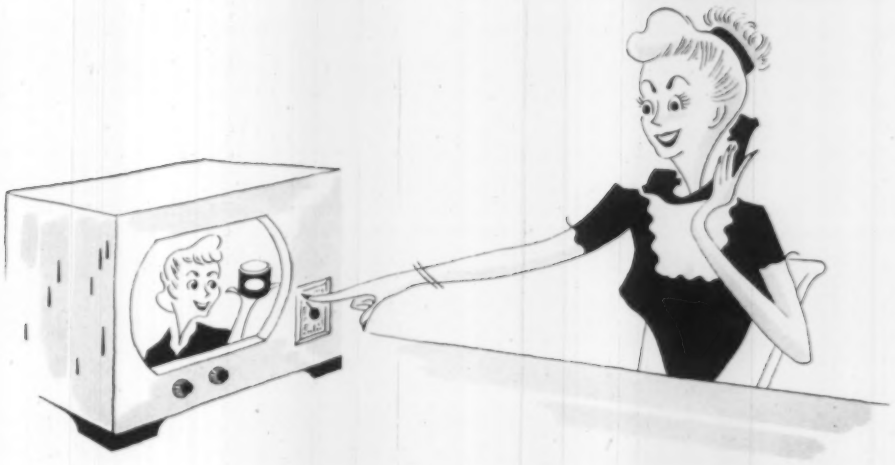
Telecasting Insert → Pull Out for Filing

FEBRUARY 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

DU MONT DAYTIME TELEVISION *sells!*



Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

TELEVISION DUMONT NETWORK

America's Window on the World
515 Madison Avenue, New York 22, N. Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

ALL THIS AND 3 NETWORKS TOO!

Lovely Rosita's personality shines in her Latin songs.

Lou Emerson keeps 'em laughing as ranch cook on TV Dude Ranch. Below: Pedro Gonzales makes a hit as a ranch guest.

Mel Winters, his piano and Jeremiah Tommy and The Professor.

Vocalist Melissa Smith's style wins her a big following.

Johnny Dugan's Tree House features Bud Vinson and Uncle Dick Perry. There's a long waiting list for every show.

Lower left: Dance instructors Bud and Marie Nash entertain with folk and popular dances.

Since opening day, WOAI-TV has presented a *weekly average of 10½ hours* of local programing combined with top shows from THREE great TV networks to build *and hold* an enthusiastic audience. To entertain *and sell* South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

NBC - CBS - ABC

WOAI-TV

CHANNEL 4

SAN ANTONIO

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

FEBRUARY 13, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

HOW TO TURN RED INK BLACK

Main Topic at TBA Clinic

By BRUCE ROBERTSON

VIDEO ECONOMICS, methods of TV station operation, sales and programming leading to increased revenue and decreased expenses, held the center of the stage Wednesday at the Television Clinic conducted by Television Broadcasters Assn. at New York's Waldorf-Astoria Hotel.

Other current TV issues, such as union jurisdictional disputes, network affiliation on an interconnected or non-interconnected basis, and the place of sports in the program schedule, got their due share of time in the day-long agenda, which clicked off on schedule under the sharp eye of Charles C. Barry, ABC program vice president, who served as clinic chairman.

But the main interest of the more than 400 TBA members and guests at the session was focused on the all-important question of how to turn the red ink on their monthly balance sheets to black.

How one TV operator has done that trick was described by Edward Lamb, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, who stated that "both stations have been in the black since the day they opened.

"There is nothing unusual about this," Mr. Lamb continued. "I say that any TV station in the United States can be operated at a profit."

Mr. Lamb's secret is a simple one—"don't buy anything you don't need. Use what you have to the limit. Where other stations say 'one show, one camera,'" he stated, "we say 'one camera for all shows.'" He admitted that with increasing programming he is now getting a second camera for each station, but, he declared, "We don't have a lot of fancy-pants equipment lying around in the garage."

Despite the dependence on network and film programs implicit in single-camera operation, Mr. Lamb stressed his stations' emphasis on local and public service programming, which, he declared, "pays off at the box office. You know," he added, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

Detailing his stations' finances, Mr. Lamb reported: "The income of one station is roughly $30,000 a month, but is rapidly increasing as we go into more and more afternoon programming. Our expenses are approximately $17,500 a month, including wages of $4,500, depreciation in the amount of $4,000 a month, films, promotion, taxes, maintenance and miscellaneous costs totaling $9,000 a month. We depreciate our mechanical equipment at the rate of 20% a year and buildings, as well as other equipment in accordance with the schedule set by the Internal Revenue Bureau.

Outlines Staff

"We have 17 employes at each plant. These include a general manager, three salesmen, a program director, three studio technicians (including cameramen and film editor), a chief engineer and five engineers and three office girls, one of whom handles program and traffic matters, another bookkeeping and the third stenographic matters."

Mr. Lamb asked why TV, even as a "blue chip big business" needs "such elaborate but unused plants. The viewer is impressed only in what appears on the screen and not with the chromium in the studio. . . . The viewer is not impressed when a telecaster proudly boasts of losses running as high as $100,000 a month. Hooperatings do not follow the telecaster's profit and loss statement."

John H. Boyle, director of television at WAVE-TV Louisville, a non-interconnected station at present, said he has "a few shudders whenever I think about the cable coming through in October."

Reporting that WAVE-TV now gets 30% of its card rate for network commercials, he said that when it becomes an interconnected

(Continued on Telecasting 18)

* * *

IN THIS TELECASTING . . .

Video Economics Main TBA Clinic Topic . . . 3
TBA Releases Sample Rate Card . . . 6
Phonevision Gets Tests Authorized . . . 8
TV Drama Rights—By Joseph A. McDonald . . . 11
DuMont Appeal Increases 'Lift Freeze' Tempo . . . 14
RCA Color Shown . . . 14

DEPARTMENTS

Film Report . . . 16
Telefile . . . 4
Telestatus . . . 12

* * *

DR. ALLEN B. DuMONT, president, Allen B. DuMont Labs, chats during TBA Clinic lull with Maurice Rifkin (standing), in charge of TV sales for Frederic W. Ziv Co., and Herbert L. Taylor, in charge of DuMont transmitter division.

IN THIS GROUP gathered at TBA Clinic are (l to r): Standing—Paul H. Raymer, president, Paul H. Raymer Co.; Paul Diamond, Associated Artists Productions; George Cranston, general manager, WBAP-AM-FM-TV Fort Worth; seated—Paul Mowrey, ABC national director of TV program sales; Eugene Katz, executive vice president, The Katz Agency, and Frank Silvernail, chief timebuyer, BBDO.

TELEVISION Broadcasters Assn. board of directors elected last Wednesday include (l to r): Standing—Will Baltin, secretary-treasurer, TBA; F. M. Russell, vice president, NBC; George Storer, Fort Industry Co.; Dr. Allen B. DuMont, president, Allen B. DuMont Labs.; Seated—Joseph McDonald, vice president, ABC; Lawrence Lowman, vice president, CBS; J. R. Poppele, WOR New York, TBA president; Ernest Loveman, vice president, Philco, and Paul Raibourn, vice president, Paramount. Not shown is Director R. A. Borel who did not attend the clinic. *(See story, Telecasting 18).*

Telefile:

The charm that surrounds WDSU-TV quarters.

The upper wrought-iron balcony is featured by a fan-shaped "garde de frise" originally designed to keep marauders from entering via the adjoining building.

Erected in 1816 by Francois Seignouret, who bore a musket in Gen. Andrew Jackson's Battaillon A Orleans, the building has been a center of art and commerce. In 1900 William Ratcliffe Irby, banker and tobacco manufacturer, acquired the property, renovated it and installed an elevator and large pipe organ.

Offices of station executives and personnel are located on the second and third floors, including large audition and conference room, film library, projection room and employes lounge. Studio facilities are in temporary quarters on the third floor pending completion of an elaborate new studio building.

* * *

WDSU-TV Brings Modern Television To Beautiful Old New Orleans

NEW ORLEANS is half old and half new. That goes for its architecture, its economy and its culture. The combination adds up to a market saturated with the heritage of European forebears and the efficiency of civilization's most advanced techniques.

This is the market that WDSU-TV invaded 14 months ago with a thumping 31 kw television signal, confident that the haven of diversified cultures, fun-loving people and high-buying families would admit the newest of media to its bosom.

Behind this business and artistic venture was the Edgar B. Stern family, for decades prominent in New Orleans' economic and cultural growth. They knew how well the commercial foundations of the city had been established and they sensed the eagerness of the thriving community for televised recreation and entertainment.

The Sterns—Edgar B., Edgar B. Jr. and Philip M.—bought the WDSU properties in the autumn of 1948. Among assets was a CP for WDSU-TV, with construction well advanced. A Harvard-educated electronic engineer, Edgar B. Stern Jr. assumed the presidency, with the senior Stern as board chairman and Philip as board member.

Regular commercial telecasting started Dec. 18, 1948, less than a year after the FCC granted its CP. In February 1949, Robert D. Swezey, former vice president of MBS, became executive vice president. The new management affiliated WDSU-TV with all four TV networks and struck up an alliance with the *New Orleans Item*.

* * *

AND how's business at WDSU-TV?

Very good, thank you, and getting better every day. Almost every spot is sold—about half network and half local. The station is preparing to move into daytime programming. Every month the gross is increasing. Furthermore, the Stern family is pouring a substantial sum into new facilities, headed by an office building and adjoining studio plant.

Set sales are soaring and store shelves were stripped during the pre-Christmas weeks. This pace continued through January. Since February a year ago, the number of sets has increased from 3,000 to nearly 18,000.

It's no wonder the city likes television, with the fabulous sources of program material. Really, the place is a program director's dream. Where else, WDSU-TV's operators ask, can a station offer the series of Mardi Gras spectacles, including bizarre pageants, parades, balls and street scenes? Or the series of Sugar Bowl events? Or the every-night doings in the Bourbon Street spots with their Dixieland entertainers?

Pile on top of this list the sports, concerts, dramas and aquatic events for which the city is unique, plus the normal quota of daily doings in the nation's No. 2 seaport, and you have the stuff that WDSU-TV's staff has at its disposal—plus the pick of the programs kinescoped by all four nationwide television networks.

There's nothing quite like—anything like—the new WDSU-TV headquarters in all American radio and television. Located in the heart of the Vieux Carre (French Quarter), the century-and-a-half old structure is ornamented by two typical New Orleans balconies, overhanging the sidewalk.

Known as The Brulatour Court Bldg., it is one of the more famous buildings of its type in the city.

* * *

* * *

THOSE accustomed to the architecture of the glass-and-chromium cult will get a shock when they enter this antique home of an ultra-modern electronic enterprise, dominated by the French Quarter motif. They will find themselves ushered into a courtyard and seated at a table midst the lush flowers, trees and shrubbery of the semi-tropical region.

A maid serves coffee (Luzianne, courtesy of the sponsor). Visitors sip the sturdy brew for which the city is famed as they take in the patio's banana trees, palms and other flora.

Surrounding this bedecked patio are all the scientific marvels of the Television Era. Work is moving along rapidly at the adjacent studio building covering a 60x200-foot area. WDSU's engineers have followed the basic concepts that a TV studio should be as large as space permits, and should be on the ground floor with an entrance accommodating the largest rolling vehicle.

The video studio will be 60x100 feet, with arched interior 35 feet high. It is patterned after Hollywood sound stages, with master control room overlooking the sets, catwalks, permanent sets, prop rooms, film laboratories and similar accessories. Three other studios are interchangeable for AM and TV. They include recording facilities, client's booth and related facilities. The building also will house a large workshop, lounge and reception hall. Overall area of offices and studios is 22,000 square feet.

Several blocks away is the transmitter, housed atop the Hibernia Bank Bldg., tallest in the city. Tower installation followed NBC's Empire State Bldg. pattern. The

Mr. STERN JR.

Mr. SWEZEY

85-foot RCA batwing antenna carries the 5 kw signal from the RCA transmitter out over a vast area with a kick of 31 kw. Reports of "very regular reception" cover spots as far away as Alexandria, La., 150 miles to the northwest, and consistent reception over an area including parts of Mississippi and Alabama.

During its first year, WDSU-TV had to get along with a converted office on the top floor of the bank building as the main studio. Another office was converted into stairs leading to the penthouse transmitter and control rooms. Crowded into this space were workshop, TV and FM transmitters and a small announce studio. The penthouse even had a balcony.

All this squeezing and pigeonholing will be avoided in the new plant. Control equipment is custom-built. High-perched producers will have a view of the entire main studio. Dual switching units are provided for rehearsals while other programs are on the air.

This ingenious use of limited space is an old story in the television industry. WDSU-TV was blessed with a substantial quota of ingenuity and the results surprise even those who sweat and toiled during the difficult early days. They're glad the elbow-bumping days are about over and what they can do in the wide-open spaces of the new studio building may surprise even themselves.

To handle its local remotes, WDSU-TV has a custom-built Lynn mobile unit with two cameras along with accessory station wagons.

* * *

ANYONE familiar with the commercial, educational and recreational facilities of New Orleans knows that the citizenry wouldn't put up with inferior TV programming.

Messrs. Stern and Swezey were quite aware of the community's tastes so they have followed up a history-making debut with this simple program policy—Let's do a solid job on the inside; then we'll get set sales on the outside, and sponsors, too.

The four-network package has given a solid foundation of national program fare. It might have been simple to get by with occasional local programming and a lot of cheap film, but the management committed itself to high-quality production. It has gone in heavily for community telecasting.

In early 1949 a list of sports events was lined up. It included basketball, baseball, wrestling, horse racing and similar events. Professional baseball wasn't available but the American Legion games developed a heavy following. Last fall WDSU-TV telecast the whole Tulane football schedule on film.

And the Sugar Bowl football games for the past two years have been telecast by Gillette. Maison Blanche, a local department store, and the Seven-Up Bottling Co. were sponsors for the balance of the Sugar Bowl events.

The Mardi Gras—well, there's

nothing to match it in all American community life, and New Orleans television has been all over the town filming pre-Mardi Gras events. As was the case last year, the whole package of parades, balls and simliar events is sponsored by the General Electric distributor.

In spite of extremely cramped facilities, studio programming at WDSU-TV has been intensive. Single-camera operation has provided an excellent challenge to program builders, who offer distinctive and novel presentations, both sustaining and commercial. It has been the proving ground for the new major operation.

The development of local talent has been proceeding steadily. The Dixieland bands, of course, are heard frequently. A talent show titled *New Voices*, originating in the Roosevelt Hotel, has developed a roster of good local talent.

Local professional talent such as Fats Pichon and Claire Nunn formed the basis for sound local shows. Miss Nunn plays the piano as well as sings, and does her own commercials.

Joyce Smith's *Floral Trails*, a weekly garden show, and her *A La Mode*, on which she presents interesting people and unusual events, with something for every member of the family, and Sharkey's Dixieland music further stimulate the local picture.

With this backlog, WDSU-TV is about ready to move into daytime programming. Lena Richard's late afternoon show, a participating program with pictorial chatter on creole cooking, will be a vital factor in the new daytime schedule.

Still other shows will feature dishes from New Orleans' famous restaurants. A daily *Shopper's Guide* is slated for programming, along with another newcomer to the afternoon stanzas, *Man About Home*, with tips for the harried housewife on household repairs and maintenance. Fashion shows have already proved themselves, and it is hoped that a new format will solve the disc jockey-TV problem.

* * *

THERE'S nothing too novel for WDSU-TV's programmers. Recently they completely rebuilt a fat woman. With the TV camera on her, the lady went on a diet and took a course of massage and beauty treatments. They really remade her for the TV audience and when the series ended she had shed some 60 pounds.

Fortunately, New Orleans in early TV days was blessed with courageous sponsors. Maison Blanche department store and Seven-Up jointly sponsored boxing and wrestling. Public Service and Coca-Cola signed up for basketball. Motorola put on horse racing.

Outdoor sports are on a year-round basis and Jax Beer has sponsored a hunting and fishing chatter program, *Outdoors in Louisiana*. D. H. Holmes department store sponsored the Korda film series, as well as live variety shows. Brown's Velvet Ice Cream picked up the *Telekids* juvenile show.

Regal Beer buys sports and Dixie Beer sponsors *Telenews* as well as five minutes of stills depicting local and national news, using photos

WDSU-TV's antenna.

from the *New Orleans Item*.

With all this programming, what do sponsors think? The answer to what sponsors think can be found around the sales department of the TV station. WDSU-TV has a bulging file of success stories. Just a few days ago, for example, Salem Fluorescent Maintenance Service sponsored two five-minute programs, its TV debut. From a $100 time-talent budget, Salem received calls that netted over $1,000 in new business.

Last month D. H. Holmes Co. sponsored a 15-minute musical program, *Concert Miniatures*, 7:30-7:45 p.m. One commercial was devoted to Schiffer Prints draperies, only promotion for the Nil-Art Co. product. During the week following the program 72 persons went to the Holmes drapery department and specifically asked to see the TV-promoted draperies, resulting in sales totaling $1,565.60.

Another time Maison Blanche sold its entire stock of 14 outboard motors through a lone TV spot. And at Holmes they recall the time a basketball interview with Cliff

(Continued on Telecasting 16)

Mr. RIDDLE

Mr. READ

Mr. RICH

Mr. MULLER

Mr. HOLIDAY

WESTERN FILMS

...mean

LARGE AUDIENCES

And WGN-TV's "Trail Blazer's Theater" is no exception.

In the short time "Trail Blazer's Theater" has been on WGN-TV, its ratings have risen to the point where more than 183,000 Chicagoans watch these films each quarter hour — five days a week, 5:30-6:30 p.m.

Add the great hold-over audience from the preceding "Small Fry Club" to the appeal of western films, and you'll see why "Trail Blazer's Theater" consistently draws record audiences.

But the most amazing thing about this feature is the price — it's phenomenally low for participations or sponsorship of the whole program. Just imagine, you can buy participation announcements for less than the one minute night time announcement rate.

Here's one of the best buys in television. You'll be thoroughly convinced when your WGN-TV representative shows you the facts and figures.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

SAMPLE RATE CARD

TBA Issues Form

TO AID TV broadcasters in establishing uniform rate practices, Television Broadcasters Assn. last week released a sample form for video rate cards. Three-fold pocket-size card, evolved by the TBA commercial operations committee and its rate card subcommittee after more than a year's study, is divided into nine sections: Basic air time rates, announcements, participations, discounts on time charges, rehearsal charges, film facilities, remote pickup facilities, theatre studios and general information.

Figures used in the sample card are for illustrative purposes only, TBA pointed out. "At no time has there been any intention of establishing any one particular set of dollar rates since this, obviously, can only be determined by the individual stations themselves," a note on the front cover states. "Rather the sample dollar figures contained in this card are used to indicate recommended discount procedures and rate relationships according to time units."

The discounts recommended by TBA are: Less than 13 times, no discount; 13-25 times, 2.5%; 26-38 times, 5%; 39-51 times, 7.5%; 52-103 times, 10%; 104-155 times, 12.5%; 156-207 times, 15%; 208-259 times, 17.5%; 260 times or more, 20%.

TBA also recommends that Class A time cover the hours 6-11 p.m. Monday through Friday and noon-11 p.m. Saturday and Sunday, with Class B as 5-6 p.m., Monday through Friday, and Class C as all other times. Class B rates are two-thirds of Class A, and Class C one-third of Class A. Ratio of time charges on the sample card is: 45 minutes, 80% of the hour charge; 40 minutes, 75%; 30 minutes, 60%; 20 minutes, 50%; 15 minutes, 40%; 10 minutes, 35%; 5 minutes, 25%.

Card contains the following schedule on length of commercial copy, noting that exceptions may be allowed on occasion:

Length of Program	News Progs. Day & Night	All Other Programs Before 6 p. m.	All Other Programs After 6 p.m.
5	1:00	1:15	1:00
10	1:45	2:10	2:00
15	2:15	3:00	2:30
20	—	3:30	2:45
25	—	4:00	2:50
30	—	4:15	3:00
40	—	5:00	3:45
45	—	5:45	4:30
60	—	7:00	6:00

C. J. WITTING

Is DuMont TV Gen. Mgr.

APPOINTMENT of Chris J. Witting as general manager of the DuMont Television Network was announced by Commdr. Mortimer W. Loewi, director of the network, in a statement prepared for release today.

In his new position Mr. Witting will direct and coordinate activities of the entire network numbering 53 affiliates, Commdr. Loewi said. Appointment was in recognition of the growth of the DuMont network within the past year, he added, citing gross billings in excess of $3 million—triple those of 1948.

Mr. Witting joined DuMont in June 1947 after long experience in industry and show business. Previously he was with Price, Waterhouse & Co., where he supervised a number of assignments including radio. He also served for several years as controller of USO-camp shows.

SURGERY TV

Atlantans See CBS Color

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture TELECASTING 14].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is "a great step forward in the teaching of surgery." Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today (Monday). Receivers and pickup equipment were designed and constructed by CBS engineers for Smith, Kline and French, Philadelphia, which has been furnishing such equipment for demonstrations before numerous medical groups.

KTSL (TV) EXPANDS

13 Feature Movies Acquired

ACQUISITION of series of 13 feature movies and contemplated increase in KTSL (TV) Hollywood kinescope programming was announced by Charles L. Glett, vice president in charge of Don Lee television, following his return from a two-week eastern visit.

Included in the group of motion pictures for which station has obtained exclusive release are *Action for Slander*, *Woman Alone*, *Amazing Adventure* and *Ten Days in Paris*. Added kinescopes being considered are DuMont network's quarter-hour programs, *Easy Aces* and *Manhattan Spotlight* and New York wrestling bouts. Selection of new mobile equipment for KTSL will also be announced shortly, according to Mr. Glett.

"INTRODUCTION to Television" course added to curriculum of U. of Washington's Radio Education Dept., Pullman, Wash.

WOR-TV NEW STUDIOS

Station Opens Central-Control Facilities

A portion of the new WOR-TV master control. Equipment at right is associated with film camera control.

* * *

WOR-TV New York last week opened its new studios in New York's Television Center and simultaneously moved its TV master control here from the New Amsterdam Roof Theatre.

Complete facilities comprise three studios, control rooms, master control, rehearsal and dressing rooms, offices and reception lobby. Under the new setup, all camera control operators are located in a centralized camera control center. Other innovations include flexible studio lighting systems (employing fluorescent features), technical refinements and intercom positions.

Studios A and B, each 43 by 68 feet, comprise the playing area available at the center.

Studio C contains film projection cameras and associated equipment. Each studio has a separate control room. Studios A and B each contain four studio cameras. Studio C's film projection booth has three iconoscope film cameras which can be fed from two 16mm film projectors, two 35mm projectors and several slide projectors.

All film, audio and video facilities are arranged so that the program director has directly before him simultaneous monitors on four of his normal studio cameras; two preview monitors, and a line monitor. Thus, all sources of signal can be previewed and the picture can be properly lined up before being switched to the program line.

Master control, consisting of six incoming channels with four outputs, provides for either simultaneous or independent audio or video switching. Each outgoing channel has a picture and an audio monitor.

Television Center is at 20 W. 67th St. WOR-TV also has studios in the New Amsterdam Roof Theatre on West 42nd St. One of these is an audience studio with a seating capacity of 450. Signals from these studios are fed into the 67th St. master control from their associated control rooms.

Mrs. Roosevelt's Show

MRS. FRANKLIN D. ROOSEVELT'S NBC-TV series, *Today with Mrs. Roosevelt*, was to begin yesterday (Feb. 12). The first show of the series, aired Sunday, 4-4:30 p.m., was to feature Albert Einstein, David Lilienthal, Sen. Brien McMahon (D-Conn.), and Dr. J. Robert Oppenheimer, president of the Institute for Advanced Learning at Princeton, in a discussion on the hydrogen bomb. Dr. Einstein was to appear on film.

THEATRE SALE

NBC-TV Buys in Chicago

FIRST PROVISION for TV audiences at NBC Chicago was made last week when Victor T. Norton, NBC vice president for administration, signed a long-term lease with J. J. Shubert of the Select Lake City Theatre Operating Co. for the 52-year-old Shubert Theatre. The 1,300 seat legitimate house will become the Midwest's largest TV theatre, according to NBC Central Division Vice President I. E. Showerman. Contract length and costs were not given.

NBC expects to spend $100,000 initially for equipment, including three or four new cameras and control room fixtures. Maintenance engineers surveyed the site Thursday, although the only remodeling expected to be done is that required for special television equipment.

First show to originate there will be WNBQ-NBC-TV Chicago's one-hour segment of the network's two and one-half hour Saturday evening participation show, scheduled for Feb. 25.

Long-range plans for studio usage include origination of additional audience shows, especially daytimers. NBC-TV Chicago has no TV audiences now because of space limitations.

90,000

Television Sets ...With Only ONE STATION Within Tuning Distance!

•

The Owners of These Sets Live in America's 9th LARGEST MARKET ...and the One Station Which Delivers This ENTIRE AUDIENCE to EVERY ADVERTISER Is

KSD-TV

The St. Louis Post-Dispatch Television Station

Channel No. 5...

First in St. Louis!

•

NBC, ABC, CBS and Dumont Networks

National Advertising Representative:

FREE & PETERS, Inc.

PHONEVISION TEST

Webster Sounds Alarm

AMID WARNINGS by Comr. E. M. Webster that the American concept of free broadcasting may be subjected to a "momentous change," FCC last Thursday approved with multiple reservations the Zenith Radio Corp. request to test Phonevision publicly in Chicago.

Reversing FCC's earlier order for thorough exploration of Zenith's plans to test its "pay-as-you-see" brand of TV [TELECASTING, Dec. 12, 1949], the Commission majority ruled the limited test may help settle some of the issues for such a hearing. This ruling, however, was attended by:

● Warnings by Comr. Webster in his dissent that the majority action is contrary to FCC's own rules, violates basic allocation principles, may require Congressional redefinition of broadcasting, and may have far-reaching effects—which FCC can't control—on the public and TV industry.

● Concern of Comr. Robert F. Jones, who issued a separate statement concurring with the majority, over monopolistic tendency of the patent-pool situation in TV equipment and set manufacturing. His recognition of a need to encourage new developments was shared by Comr. Frieda B. Hennock in another concurrence.

● Announcement by Zenith's Comr. E. F. McDonald, few hours after grant, that the experiment will be the "acid test" of whether the public will pay for "good" entertainment via TV in their own homes.

Lengthy Hearing Not Necessary

The Commission majority held it was satisfied a lengthy hearing was not necessary at this time in view of Zenith's allegations that the test sought only to determine public acceptance of the principle of "pay-as-you-see" television. The grant, valid for 90 days from last Thursday and to employ Channel 2 (54-60 mc) facilities now being used experimentally by Zenith's KS2X-BS Chicago, is subject to following conditions:

1. Action shall not be construed as determination that such experiment is or will be in public interest beyond express terms of grant, or whether Phonevision or any such system constitutes "broadcast," "common carrier" or other type of service, and FCC reserves its determination on such issues.

2. Zenith shall avoid any action that might create impression Phonevision has been or will be authorized on regular basis or that grant constitutes FCC's approval of Phonevision principle involved, and visual and aural notice to this effect must be made.

3. KS2XBS shall air only Phonevision shows during test.

4. Scope of test must be confined to Zenith proposals on record.

FCC denied Zenith's petition to install a new 5 kw video transmitter and other equipment at KS2X-BS, without prejudice to its filing an appropriate application for construction permit for such installation. Zenith has pending an application for a regular commercial TV station on Channel 2 in Chicago.

Comr. Webster considered subscription radio or television as "a fundamental change" in the American system of radio which might need Congressional approval and might also lead to a revision of broadcasting's non-common carrier status.

He said his mind was "completely open" on Phonevision's merits and whether it should be authorized. But, he pointed out, U. S. broadcasting has always been "a free service to the listener." He asserted "the first move" to change it should not be made without a public hearing. He continued:

I do not believe that very much vision is required to see that if the Commission should authorize subscription television, and it should prove to be the most profitable method of operating a television station, that the best evening hours, every day in the week, will be devoted to subscription television rather than to free television programming.

Every television station licensee will be clamoring for a subscription television franchise and will be pounding on the Commission's door for regulations insuring that there will be no discrimination in the issuance of such franchises or the rates therefor.

Television receiver owners will expect the Commission to promulgate rules which will provide to each listener a choice of some free television programs during the best listening hours and which will insure that the listener will be charged a reasonable and non-discriminatory fee for viewing television programs.

These considerations point to a common carrier type of regulation of subscription television, not to the broadcast type of regulation. . . .

He felt Phonevision resembles a fixed service more than broadcasting.

He feared approval of the tests without hearing would lead the public to believe that Phonevision will become "the future television system," and that it might give Zenith a "foot in the door" with respect to its pending application for commercial television in Chicago.

He also thought it "fair to assume" that Zenith will request an extension of both the scope and the duration of the tests.

Comr. Jones, who originally voted for a hearing to precede tests, said he had concluded "the importance of the full encouragement of new television techniques" justifies tests without prior hearings in this case. He said:

Television, unlike other forms of broadcasting, presents a particular problem because the Commission's engineering standards are so limited that for all practical purposes they are written upon the patent claims of one company or upon the claims of patents which have been purchased by one company with the right to sub-license to others.

The effect of writing such standards has been to permit the formation of a patent pool with the result that one company is the predominant patent licenser who collects fees from practically all of the television manufacturing industry.

To the extent that there is a tendency toward, if not actual monopoly in the licensing of patents for television transmission and receiving equipment, it is very important from the Commission's standpoint that new developments of the art be encouraged. While patent holders are entitled to a monopoly in the development and manufacture of the equipment covered by the patents, it does not follow that the Commission has to join in that monopoly.

Comr. Jones noted Zenith proposed to turn over proceeds from the test to charity. "There are many inventors or developers of many techniques who can't afford to be so generous," he said.

"The Commission must be ever vigilant," he continued "because of the inability of the small inventor to get his invention before the American public without having to part with it for a pittance and place it in the hands of those who may let it rest in their files."

He said that "300 customers is considerably less public sampling" than other public reaction tests, such as those being conducted in color television "where to date over 10,000 people have viewed one of the color systems." But he considered the Zenith proposal a solution to the problem of canvassing public reaction.

Comr. Hennock similarly cited the importance of encouraging new developments. She said she still feels public hearings should precede action on potential new and different services. But, she added: "Upon reconsideration I have concluded that such a hearing on Phonevision at this time would serve little purpose."

She said the main problems which Phonevision will pose are "economic and social rather than technical," and that the tests were designed to gather data on these aspects.

"I believe that the holding of hearings at this time would be an impeding rather than an encouraging move with little to be gained on behalf of the public," she asserted.

McDonald Outlines Preliminary Plans

Within hours after FCC announced conditional approval of Zenith Radio Corp.'s plan to publicly test its Phonevision system in the Chicago area, Comdr. E. F. McDonald Jr., Zenith president, issued preliminary details for the 90-day experiment. No date for its commencement was specified.

Comdr. McDonald said "this test will climax 19 years of technical research and three years of actual transmission of Phonevision broadcasting here in Chicago. It will enable us for the first time to put to an acid test a question which for years has concerned both the motion picture and television industries: 'Will the public pay for good movies shown via television in their own homes; and more specifically, how frequently will they pay $1 per feature for such movie service?' "

"Although Zenith has had Phonevision perfected for more than three years," he said, "we have delayed our actual commercial test until the present for three important reasons:

(1) Zenith delayed for the purpose of extending its patent picture in the United States and foreign countries.

(2) Three years ago, television broadcasters refused to believe that the advertisers could not pay for the type of top entertainment the public would demand from television. It took last year's operating loss of well over $15,000,000 to convince them.

(3) The movie industry would not believe three years ago that this new competitor, television, would do to the movie box-office what it is doing today and what it is going to do before the end of this year when 30 to 40 million people will be viewing television in their homes. Many television viewers will go to the movies less and less, and some will stop going altogether.

"The test, which will cost Zenith more than $500,000," the Zenith president continued, "will include participation by 300 Chicago families."

Every day for 90 days Zenith plans to broadcast a different full length feature picture.

TV SET EXCISE

RMA to Fight Levy

PROPOSAL to place an excise tax on television sets will retard the rapidly expanding TV industry, Radio Mfrs. Assn. will contend before the House Ways & Means Committee's hearings on the levy submitted by Secretary of the Treasury John W. Snyder.

Set industry spokesmen drew up plans for RMA's presentation at a meeting held Friday at the Hotel Statler, Washington. The subject will be taken up this week during the RMA winter conclave in Chicago.

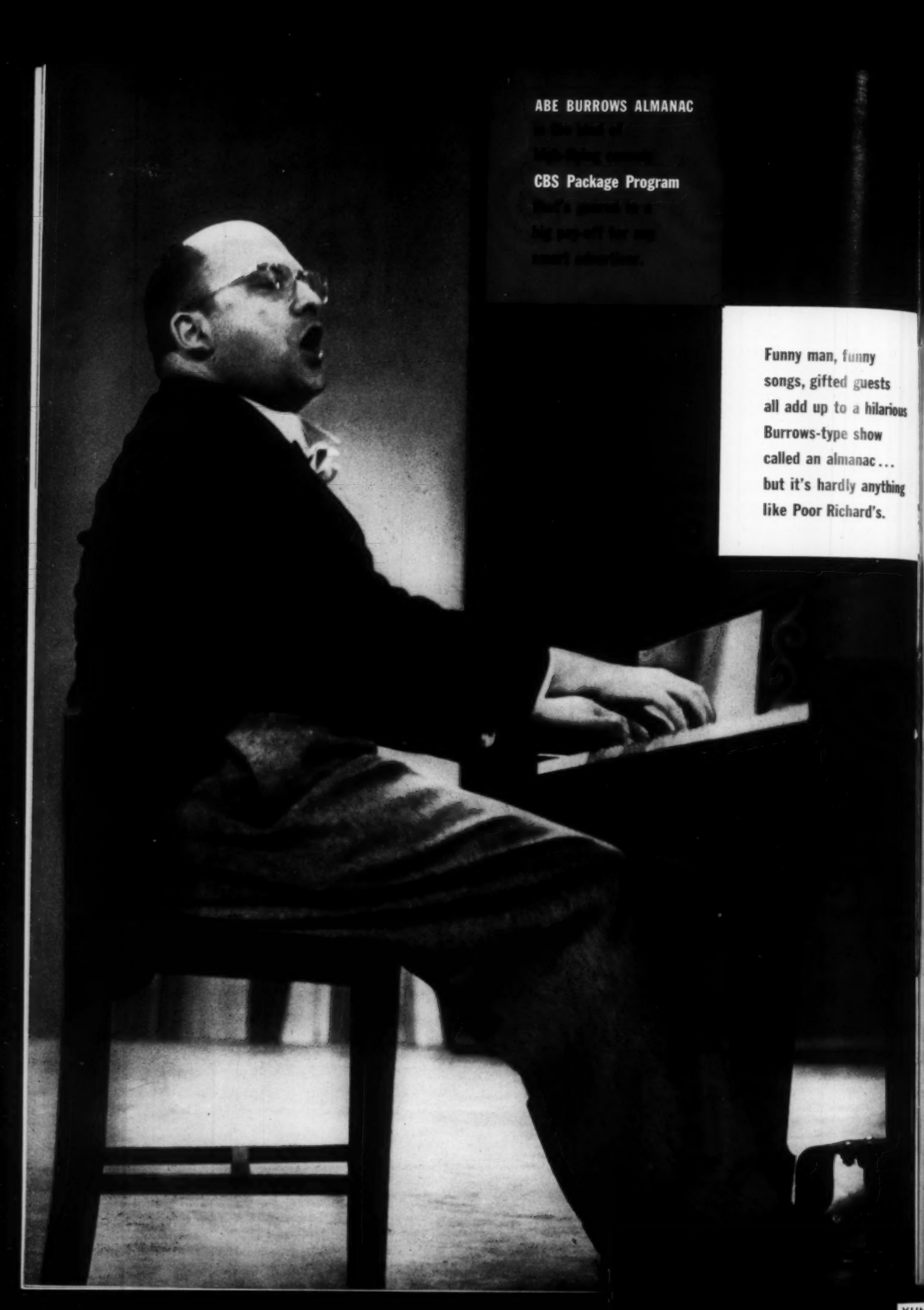
Joseph Gerl, Sonora Radio & Television Corp., chairman of RMA's Excise Tax Committee, said the tax will prove a hardship on small manufacturers and dealers, who are in the great majority in the industry, and also will force a substantial increase in TV set prices by which low-income groups will be deprived of television entertainment.

Mr. Gerl recalled that the present 10% excise tax on radio sets was imposed in 1941 as a national defense revenue measure, double the original 5% levy adopted in 1932. "The radio and television industry already is bearing more than its share of the tax load," he continued. "In addition to the high income and corporate taxes paid by the manufacturers and their merchandising outlets, the industry has paid the government about $290 million in excise taxes since 1932. Last year alone it paid the government $40.6 million.

"Contrary to some opinion, the television-radio industry is made up largely of small manufacturers, small jobbers and small dealers. Less than a dozen of the 100 set manufacturers and only a handful of several hundred parts manufacturers in this industry can be accurately called large corporations. As for dealers, the bulk of them are small shops and stores."

He noted that Secretary Snyder had said an excise tax reduction would stimulate employment and production, at the same time proposing the new TV impost. The FCC's freeze, he said, already is having a deterrent effect on the TV industry and a 10% tax "would add another load on the public and the industry, for the manufacturers and TV broadcasters."

The LAURELS
CHAT NOIR
Wynn's Weekly
ED WYNN'S MAGIC SHOP
ZOMBIE
ENTALIS
TWA
THE ED WYNN SHOW
sponsored by
Camel Cigarettes, a
CBS Package Program
that's top-rated, and
makes more people
laugh than anybody.
ED WYNN
APPEARED THROUGH
THE COURTESY OF
KEENAN WYNN
For another top
CBS Package Program
ready right now
to go to work
for an advertiser,
turn the page.



ABE BURROWS ALMANAC

CBS Package Program

Funny man, funny songs, gifted guests all add up to a hilarious Burrows-type show called an almanac... but it's hardly anything like Poor Richard's.

TV DRAMA RIGHTS

Each Case Needs Individual Study

By JOSEPH A. McDONALD
ABC Vice President and General Attorney

THE question of music rights in TV has been carefully considered lately, particularly in connection with the ASCAP negotiations, but a glance at the program schedules shows the present and growing importance of drama. The clearance of dramatic material for broadcasting presents some very interesting questions as a matter of law and good business judgment.

An adequate treatment of this subject would probably be a cross between a review article and a book. However, this is intended to be but a brief general summary of some of the practical questions involved in clearing literary material for dramatic presentation in television. In this form it is hoped that it may be of some interest and help to telecasters in general and to their programming people in particular.

The clearance of material for any form of broadcasting is logically subdivided into a consideration of the status of music on the one hand and literary material on the other. Aside from certain technical differences stemming from the provisions of the copyright act itself, the most significant difference between clearance in the two fields is that in the case of music many of the questions involve non-dramatic renditions and are determined on the basis of industry-wide agreements with groups controlling the performing rights such as ASCAP, BMI and SESAC, or a representative of groups of owners such as the Music Publishers Protective Assn.

Cases Differ

In the field of literary material, however, the status of each work has to be examined as a special case. Naturally, these special cases fall into one or more of several categories of legal relationship and some literary agents do represent a number of authors, but by and large the rights are individually controlled. To use a real estate analogy, the clearance of a dramatization for television broadcasting is like examining the title to a piece of individually owned residential property, whereas the clearance of musical material is often more akin to making a lease with the owner of a large apartment house.

Under our copyright statute the exclusive rights granted the owner of dramatic material may be boiled down to the grant of an exclusive license (1) to publish, (2) to translate, (3) to perform and (4) to record the work. The significance of the last two to broadcasting is obvious.

As is well known, some plays are written as plays; others are dramatizations of nondramatic works. In either case the basic work may be copyrighted under the statute. The essential features of statutory copyright distinguishing it from common law rights are that the owner of a statutory copyright has a limited period of time in which to enjoy his exclusive rights. He gets the additional advantage, in the event of infringement, of minimum damages in case actual damages cannot be proved as well as an allowance for counsel fees, and he runs no risk of losing his exclusive rights through an unintended publication which might be deemed to have been authorized by him. It is important to note that the owner may authorize performances of an uncopyrighted drama on the stage, whether for a paid audience or not, and on radio and television broadcasts without "publishing" the work in the copyright sense and thereby losing his exclusive rights.

As a matter of practice, plays are usually produced on Broadway without being copyrighted until such time as the author and his publisher decide to publish the drama in book form. This has the effect of lengthening the period of statutory protection by the length of the run prior to the publication of the book and at the same time securing the benefits of statutory protection in the work after its publication.

To determine who owns the right to perform and record a specific piece of literary material, it is necessary to start with the man who wrote it. Obviously, one way for a television producer to be sure of his material would be to write it himself. This is not entirely impractical, because material produced by an employe belongs to the employer, as though the employer had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

While a certain amount of literary material might be produced in this way, home-grown, a major part of the dramatic program schedule will of necessity require the obtaining of such material from outside sources. Such material is available in various forms. First, it may be nondramatic literary material capable of dramatization by writers working as independent contractors, by specially engaged employes or by staff personnel. It may already exist in dramatic form, but in most cases it will require adaptation to television production techniques, or at least it will need condensation as a matter of timing the program.

In addition, the television broadcaster will have available for consideration a great amount of dramatic material already recorded on film. This may be film made primarily for exhibition in motion picture theatres, or primarily for television broadcasting or both. In dealing with dramatic material in motion picture form, an obvious short cut is available in the clearance of film obtained from responsible sources.

If the broadcaster has confidence in the supplier of the film, its purchase or lease with appropriate warranty and indemnity provisions eliminates as a matter of concern the clearance of rights in the absence of notice of claims made by others with respect to such material. Even in the latter case, depending upon the standing of the supplier of the film, it might well be decided to proceed with the performance unless enjoined and merely pass on to the supplier the obligation of defending any suit which might be started and to pay any damages which might be found to be due.

On the other hand, in many cases it will be highly desirable, either because of unwillingness on the part of the supplier to give a warranty and indemnification or because of uncertainty as to his ability to respond to claims of infringement, to check back to ascertain the true location of the performing rights.

Examine Contract

The first thing to bear in mind in making such a search is that the film itself may be, and probably is, copyrighted. The copyright owner has, on the face of it, all rights in the work but this is of significance only when dealing with the copyright proprietor himself. In most cases the deal will be with an individual who has physical possession of a reel of film, and the problem is to ascertain how he came by it and what rights he obtained with respect to its use as distinguished from the mere right to hold possession of the print itself. The logical way to proceed is to ask to see the contract under which the holder of the print obtained the print. This in turn leads to the inquiry of where the one from whom he obtained the print obtained it and under what circumstances. Just as in the case of examining the title to a piece of real estate, it is necessary to go back step by step until proof is obtained of a license to perform the film from the copyright owner.

At this point you must stop again and consider whether to rely

(Continued on Telecasting 16)

JOSEPH A. McDONALD, ABC vice president, general attorney and corporation secretary, is an authority on copyrights. He is a member of the copyright committee of the Assn. of the Bar of the City of New York, in addition to being a member of numerous other legal groups. With ABC as general counsel since 1945, he served with NBC before that for 13 years in various legal capacities. He has a bachelor's degree in law from Fordham U. and a master's degree from New York U.

* * *

Mr. McDONALD

Advertest Studies TV Movie

(Report 98)

REACTION of adults and children to television movies is covered in the latest "Television Audience of Today" report released by Advertest Research, New Brunswick, N. J.

In the New York-New Jersey television homes contacted, hour length video movies were the preference of adults and children alike. A half-hour film presentation was second most popular length, with third, fourth and fifth choices going on down the line—quarter-hour, 10-minutes and 5-minutes, respectively.

Feature attractions were found to be the most popular type of television movie with the adults. Musical shorts and comedy shorts were reported in second and third place, respectively. Although the children also placed comedy shorts in third place, western features and animated cartoons placed first and second. Travel-adventure and documentary-educational were at the bottom of the rating list for small fry.

Heading the list of video movie programs viewed regularly by adults was *Western Feature*, seen daily at 4 p.m. on WATV (TV) Newark. In second and third place for adults were *Film Serial* and another *Western Feature*.

Children's Choices

The children concurred with the adults in their top three choices although the order changed slightly. Also a larger percentage of children than adults were shown as regular viewers. The small fry placed the 4 p.m. *Western Feature* in first place. Second choice was shown by Advertest as the second *Western Feature*, seen daily at 7 p.m. on WATV. The *Film Serial* was shown as third most popular with the children.

The most popular time for viewing television among children is between 4 and 6 p.m. The greater number of adults regularly view TV movies in the period 6-8 p.m.

In 48.5% of the homes contacted, children were listed as the member of the family watching television movies most often. Male adults were second and women adults third. In homes without children, adults were more inclined to view TV movies than in homes with children.

In checking the preference of viewers for watching a movie at home or in a theatre, it was found by Advertest that 65.8% of the respondents usually sit through a full length TV movie at home, the same as in a theatre, and 58.3% prefer movies at home on television.

When movies are presented for the second time on television, 67.1% of those questioned said they do not watch the second showing.

The report is based on 511 personal interviews conducted by Advertest Research in the New York television area. Children in this report include only those between 5 and 14 years of age.

* * *

KTSL (TV) Los Angeles Increases Rates

REPRESENTING an increase of 25%, KTSL (TV) Los Angeles hourly rate will be increased from $400 to $500 effective March 1, according to Robert B. Hoag, sales manager.

Station will give a six-months rate protection to advertisers who place business before the effective date to start prior to April 1, he declared, in issuing Rate Card No. 2.

Other time segments on a one-time basis under the rate increase are as follows: 45 minutes, $400; 40 minutes, $375; 30 minutes, $300; 20 minutes, $250; 15 minutes, $200; 10 minutes, $150; 5 minutes, $125. One-minute announcements will be $100, with 20-second announcements, $60—both on film. Additional charge will be made for live.

Weekly Television Summary

Based on Feb. 13, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	6,500	Dealers
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	70,000	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,200	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349 676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	80,844	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,323	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	14,087	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	KEYL, WOAI-TV	8,764	Distributors
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,182,812

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Chevrolet Spots Top Advertest Ratings

IN TWO separate studies of television spot commercials just released by Advertest Research, New Brunswick, N. J., it was reported that the Chevrolet announcements had the highest impact ratings for January and that spots adjacent to high-rated programs are not as valuable as formerly believed.

In commenting on the adjacency problem, Seymour Smith, Advertest director who conducted the survey, said: "Our preliminary findings show that while an adjacency to a high-rated show may enable a spot to be seen by a greater number of viewers, the spot is proportionately not as well remembered as the same spot next to a lower rated program. Thus, in terms of impact of the sales message, the spot adjacent to the lower-rated program may actually outdraw the higher-rated adjacency."

The analysis reportedly is based on research material drawn from the September through January issues of the Advertest Television Spot Report and is based on 6,000 personal interviews.

Giving a hypothetical case, Advertest expands the theorem as follows: "Let us say 100 people see spot A adjacent to a high rated program. However, only 20 of these people remember the sales message. Spot B adjacent to a lower rated program is seen by 50 people but 30% grasp the sales message. Thus, the lower-rated adjacency actually delivers more sales impact than the higher-rated adjacency."

The top 10 ranking spots:

Chevrolet 437.74; Bulova 428.5; Hi-V 350.50; Pall Mall 309.50; Lucky Strike 305.75; Tide 253.50; Phillip Morris 238.75; Ovaltine 188.75; Pepsi Cola 188.25; Guild Wine 187.

* * *

WOAI-TV Changes Survey Method

EXPLANATION of the large increase of TV set figures in San Antonio in the past fortnight comes from WOAI-TV that citing Station reports that a new method of re-aligned survey is being used which embraces all known distributors. The more accurate method shows 8,211 TV sets installed. WOAI explains that these figures point up the station's "true position as an enthusiastic TV market." The wide range between this new figure and that used before was caused by earlier reports compiled by the station solely from individual set registrations by owners, WOAI adds.

• Right from the start, February, 1949, WHIO-TV became Dayton's *FIRST* television station. Look at the record!

FIRST Dayton television station on the air.

FIRST and only Dayton owned and operated TV station.

FIRST Dayton station on the cable.

FIRST with the best local programs and the finest network shows from CBS, ABC, and Dumont.

FIRST with viewers according to latest Hooperating.

FIRST with local and national advertisers.

WHIO-TV is *now* and will continue to be "Dayton's *First* Television Station."

Television Sets in WHIO-TV area: January 1, 1949—2,685 sets; January 1, 1950—36,000 sets. Those in the know buy WHIO-TV. For availabilities, contact your nearest Katz Representative.

Affiliated with The Dayton Daily News and The Journal-Herald

channel 13
whio-tv -AM -FM
DAYTON, OHIO

Represented nationally by
The Katz Agency, Inc.

DuMONT APPEAL *Increases 'Lift Freeze' Tempo*

DR. ALLEN B. DuMONT's "lift the freeze" appeal was presented to New Jersey legislators in Washington last Tuesday [TELECASTING, Feb. 6]. However, its consideration may be delayed until the House Inte state & Foreign Commerce comunications subcommittee gets into hearings on the Sadowski measure, tentatively set to begin Feb. 20 [BROADCASTING, Feb. 6].

The subcommittee, headed by Rep. George Sadowski (D-Mich.) whose bill (HR 6049) would set up a "super FCC" and revise regulatory procedures has been awaiting clearance of the Feb. 20 hearing date before completing its list of witnesses to be called to testify.

Sen. Robert C. Hendrickson (D-N. J.) and seven New Jersey Representatives breakfasted with Dr. DuMont and other DuMont officials at Washington's Mayflower Hotel. At the breakfast, Dr. DuMont, president of Allen B. DuMont Labs, which employs several thousand persons in its New Jersey manufacturing plants, outlined the threat posed to jobs of many workers in the state by the continuation of the FCC television freeze.

Rep. Charles R. Howell (D-N. J.) told TELECASTING the Jersey group was sympathetic in general to Dr. DuMont's explanation of the situation. Rep. Howell revealed an understanding was reached among some of the Congressmen that "the Sadowski hearings would include a study of the situation as presented by Dr. DuMont."

Sees Congressional Action

Meanwhile in New York, spokesmen said Thursday Dr. DuMont was optimistic that Congress would take some action to lift the freeze. What steps would be taken were not disclosed.

It was revealed in Washington that a suggestion had been made by a Congressman attending the breakfast that Rep. Charles A. Wolverton (R-N. J.), ranking minority member and former chairman of the House Interstate & Foreign Commerce Committee, might be prevailed upon to press the TV allocations matter to the subcommittee's attention. New Jersey delegates emphasized that introduction of new legislation to deal with the allocation problem is not being considered.

Last week Dr. DuMont had pointed out that TV equipment manufacturers have been forced to a slow walk and that it is only a matter of time until manufacturers of sets and viewing tubes also are affected adversely.

While a subcommittee spokesman would not specify that the group would look into the allocations question, it was stated that industry representatives would be heard and that Dr. DuMont probably would be a principal witness. He added that no New Jersey Congressman had made any overtures to the group.

Prior to Dr. DuMont's conference with the legislators the industry executive vigorously pursued his campaign to persuade FCC to lift its 17-month television freeze by blasting on Monday Comr. Robert Jones and Sen. Edwin C. Johnson (D-Col.) for insisting on color standards before new black-and-white channels are allocated.

Hits Jones, Johnson

Dr. DuMont charged that Comr. Jones and Sen. Johnson are "primarily" responsible for "damming up television's progress" in 89 markets which enjoy no TV reception and in other areas as well. He scored both for "refusal to face reality" and furthering the color issue, which he asserted, has "mired television in a rainbow-hued swamp that can soon have our industry crawling on its knees."

The attack on the two government officials was delivered at a three-day television institute and industry trade show in New York.

Dr. DuMont, whose remarks paralleled previous assertions on the TV freeze [TELECASTING, Feb. 6, Jan. 30], said FCC "has seemed all too willing" to follow the lead of Sen. Johnson as chairman of the Senate Interstate & Foreign Commerce Committee, "while Comr. Jones . . . has no eye nor ear for anything that doesn't look or sound like color."

Furthermore, the freeze has caused loss of employment to "tens of thousands" in manufacturing of tubes, receiver components and transmitter gear, he said.

"Thousands in sales, advertising and merchandising are adversely affected," he continued, pointing out that "millions of Americans are being deprived" of TV entertainment. He noted that only 13 new stations can be constructed until the freeze is removed, and urged those present at the New York sessions to write members of Congress.

Contending that Sen. Johnson "turns right—then left, blows hot—then cold," Dr. DuMont recalled the former's statement to CBS last August citing the Washington exhibition as "magnificent and utterly convincing proof that color television is here now, and all that is necessary for it to sweep the nation is for FCC to remove the road block and promulgate standards for its operation."

Dr. DuMont thought that statement at variance with the Senator's remarks before the Federal Communications Bar Assn. in January when the Coloradan was more hesitant about the wisdom of making such decisive pronouncements. Sen. Johnson had said that "as a result of developments or discoveries in the laboratory, what one says today may well be fallacious tomorrow."

"Yet Sen. Johnson would have us choose now one of three very unsatisfactory color television systems," Dr. DuMont declared. Dr. DuMont charged that Comr. Jones has threatened television industry groups with prosecution under the anti-trust laws "because in the field of color television they weren't inventing fast enough to suit him; . . . because the industry has not been able to rub a magic lamp and produce a compatible color system which we can adopt immediately."

Dr. DuMont added:

The Commissioner condemns private interests because these interests think it would be a grave mistake to foist an unsatisfactory color system on the American people. He condemns the more than 100 manufacturers of television receivers, the television broadcasters, and the manufacturers of transmitting equipment, because we think it a criminal mistake to make the future allocation of additional channels for black-and-white television wait for a decision on the matter of color. A truly intelligent and lasting decision on this matter of color may take years and the spokesmen for our industry do not think that the American people will be willing or should be forced to wait these years to enjoy adequate television reception.

I would like to assure both Sen. Johnson and Comr. Johns that television broadcasters and manufacturers of receivers alike will reap tremendous benefits from a really good system of color television transmission and reception. If there were such a system in existence, every industry spokesman would be camped on the Commissioner's doorstep urging and pleading for the immediate adoption of standards. That we are not doing so is the most definite proof

(Continued on Telecasting 19)

DR. PETER GOLDMARK (l), director of CBS engineering research and development, explains the fine points of color TV to J. Leonard Reinsch, managing director of Cox Radio and TV Stations, which owns WSB-TV Atlanta, during color demonstration in Atlanta last week. The colorcast, claimed to be the first south of Washington using standard monochrome equipment, covered the opening ceremonies of the Atlanta Graduate Medical Assembly from Grady Hospital [see story Telecasting, 6].

RCA COLOR *Improvements Seen in D. C. Showing*

FINAL "basic" improvement in RCA's all-electronic, "compatible" color television system—automatic synchronizing and color phasing—was demonstrated in Washington last Wednesday for Washington and New York newsmen. The development was shown FCC and TELECASTING fortnight ago. [TELECASTING, Jan. 23].

Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., told newsmen the job ahead now is that of refinement. He also indicated RCA's single multiple-color receiving tube would be ready to exhibit in the near future.

The demonstration was held at NBC's WRC Washington studios in the Trans-Lux Bldg. The network's WNBW (TV) there transmitted the color show via its regular Channel 4 (66-72 mc) facilities at the Wardman Park Hotel.

The RCA officials and technicians attending the demonstration evidenced their faith in the new achievement by "sitting on their hands" throughout the show. In previous showings, done with electronic color-locking, they frequently were adjusting sets to keep color and registry constant. This color "wandering" — variations of hues on a particular receiver as well as between sets—particularly plagued RCA's initial record demonstration for FCC last fall and supplied opposing color TV camps with counter ammunition [TELECASTING, Oct. 17, 1949].

Color fidelity and detail showed improvement over previous demonstrations, according to many observers, but a green hazing effect was noted at times in subject highlights. In some instances green hazing was observed across the top of the picture and a similar reddish hazing across the bottom. RCA technicians explained this defect was caused by the poorer quality of the dichroic mirrors employed to converge the three color images onto the viewing surface.

Dr. Engstrom pointed out that this was not the ultimate color TV picture desired. But, he declared, "we have finished the foundation." He explained the "solution of the color stability problem was the last major technical hurdle to be overcome . . . No fundamental problem remains to be solved. Our engineers can now concentrate on refining and simplifying the system." No refinement timetable was cited.

One 16-inch and three 10-inch direct view color receivers were used in the demonstration, all driven by the r-f and i-f stages of

(Continued on Telecasting 19)

THE TV HABIT

Study Shows Movie Going Down

TELEVISION exerts a "profound" influence on family habits, and this influence is certain to become greater as the industry develops, according to a survey of 400 families conducted in Washington and suburbs by Charles Alldredge, Washington public relations counsellor.

Television's demand for close attention is responsible for most of the changes in family habits including less movie attendance, according to the survey, which notes that it is possible to listen to a broadcast while doing something else, but TV demands more attentiveness.

Survey Sponsors

Mr. Alldredge said the survey was sponsored by the *Washington Star* (WMAL-TV), WTTG (TV), NBC, Columbia Pictures Corp., Loew's Washington Theatres, Warner Bros., Motion Picture Theatre Operators of Washington, Motion Picture Theatre Operators of America, Zenith Radio Corp., and Fiduciary Trust Co. of New York.

Comdr. E. F. McDonald Jr., Zenith president, commented Thursday that newspaper accounts of the survey had been misinterpreted by the public. He contended the results point to long-range benefits from TV for the motion picture producing industry since millions of TV-equipped homes will be able to see the best films at a fraction of present cost of going to the theatre and still give the producer a greater return.

The Alldredge study indicates that theatre attendance has been "deeply affected" by competition of TV programs, especially in the case of adults. If this trend continues, it is suggested, "radical changes" can be expected in the business of exhibiting motion pictures.

The average family attends movies 1.27 times per month after getting a TV set compared to 4.51 times prior to getting TV, according to Mr. Alldredge. This is a reduction of 72%. Child movie attendance drops from 5.13 to 2.75 times a month, or 46%, he found.

In the case of families having owned TV sets two years or longer, movie attendance drops from 5.8 to 1.5 times a month, with children dropping from 6.1 to 3 movies a month. This is construed as an indication that habits once changed by television remain changed.

"To the question, 'How many hours was your radio used before you bought a television set?', the answers were: Day, 3 hours 36 minutes; Night, 3 hours 42 minutes.

"These families reported an average use of their radios at present as being: Day, 2 hours 54 minutes; Night, 24 minutes.

"To the question, 'Do you use radio in preference to television when both are available?' the reply was: Yes, 17%. Among the television set owners who say they listen to radio programs occasionally, a number stated that they did so because of the superiority of news programs on radio."

Prior to TV the two-year television-owning families used their radios 2 hours 30 minutes a day and 3 hours 30 minutes at night. Now they use radios 1 hour 55 minutes during the day and 15 minutes at night, it is indicated, with only 14% reporting they used their radios when television programs were available.

Reading Cut

Adults reported TV had cut magazine reading 22.6%, books 29.1% and newspapers 4.7%.

The survey does not bear out the impression that TV creates interest in sports and aids attendance.

In showing the persistence of TV's impact as revealed by separate data on families owning sets two years or more, the study shows that adult set owners in this group read magazines 18.9% less, books 33.7% less and newspapers 4.7% less. Their children read magazines 7.9% less, comics 13.2% less and books 12.9% less.

In the two-year group, football attendance is down 30%, baseball 30.9% and wrestling and boxing 53.7%.

Wives in this group stay at home 46.1% more, husbands 51.4% more and children 58.8% more than before they owned a TV set.

TV TUBE VALUE

Nearly Triple in 1949

VALUE of TV picture tubes manufactured for new sets almost tripled in 1949 over the previous year, according to Radio Mfrs. Assn., rising from $31,158,194 to $92,402,520. In units the increase was from 1,225,419 to 3,305,673 tubes.

Sharp trend toward larger TV set screens is shown. Whereas only 6% of tubes were in the 12-13.9-inch class in 1948, the 1949 output was 43%. Tubes from 9-11.9 inches comprised 34%; over 14 inches, 16%; under 8.9 inches and projection, 7%.

MAHOOL NAMED

Head of TBA Service Unit

BARRY MAHOOL of the American Heritage Foundation has been named chairman of a committee for TV public service programming formed Thursday under the aegis of Television Broadcasters Assn.

Serving on the new committee with Mr. Mahool are: Edward Stasheff, WPIX (TV) New York; Jane T. Wagner, NBC; Rudy Bretz, Protestant Radio Commission; Natalie Flatow, Girl Scouts of America; Henriette Harrison, YMCA, YWCA; Betty Dixon, Travelers Aid Society; Harold Franklin, Institute for Democratic Education; Richard Ives, TBA.

RANK MOVIES

Video Rights to KECA-TV

EXCLUSIVE television rights to 39 J. Arthur Rank feature movies was given to KECA-TV Hollywood in contracts signed in Hollywood last week.

The amount involved was not disclosed. The TV station acquired a two-year license to the films, telecasting of which will start later this month.

COLOR HEARINGS

12 Still To Testify

ALL TWELVE participants have yet to complete their direct testimony in FCC's color television hearing, which resumes Feb. 27 after a layoff since late November.

To avoid unnecessary trips for witnesses not needed for cross-examination, FCC ruled that counsel for the various participants must file, by Feb. 27, a cross-examination form for each witness they wish to interrogate. Failure to do so, FCC said, will be considered a waiver of cross-examination.

Further direct testimony in the color proceedings, the Commission said, will be received in the following order:

Joint Technical Advisory Committee; Radio Mfrs. Assn.; RCA; CBS; CTI; Dr. Charles Willard Geer; Philco Corp.; Allen B. DuMont Labs; Webster-Chicago Corp.; American Television Inc.; AT&T; Western Union.

U. S. SHOWINGS

Three-Part Demonstration Set

THE DEMONSTRATION scheduled March 27-April 7 to show U. S. television to experts of other countries [TELECASTING, Jan. 16] will be held in three parts, with showings successively in New York, Philadelphia, and Washington, the Commerce Dept.'s Office of International Trade announced last Thursday.

The demonstration will be one of a series presented for the television committee of the International Radio Consultative Committee (CCIR), looking toward recommendation of a single set of TV standards to member governments for possible adoption on a regional or world basis.

The U. S. demonstrations will be conducted in the New York area March 27-31; in the Philadelphia area April 3-5, and in Washington April 6-7. The international group will visit Paris and Eindhoven for the French and Dutch demonstrations April 20-25, and London April 27-May 4.

Just Out!

The 1950 BROADCASTING YEARBOOK

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- Media costs
- [illegible]
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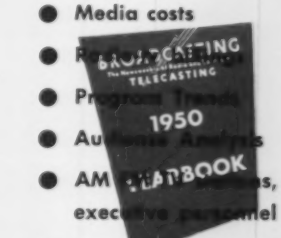
- AM [illegible] directories, executive personnel
- 55 directories—550 p. complete radio-tv index



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YEARBOOK Special

Telefile

(Continued from Telecasting 5)

Wells, Tulane coach, sold 75 sets of a child's basketball game.

Guiding lights behind this fast-moving station are Messrs. Stern (Jr.) and Swezey. Louis Read, formerly commercial manager of WWL New Orleans and general manager of WABB Mobile, heads the AM and TV sales staff.

AM and TV programming has recently been split, Stanley Holiday concentrating entirely on AM with Ray Rich taking over the TV duties (see story page 24).

John Muller, former MGM newsreel cameraman, is technical and camera director, and Carl Junker is television operations director. Chief engineer is Lindsey Riddle, in radio two decades. Assisting him in television engineering is Carlos Dodd, formerly of WBAP Fort Worth. Ray Liuzza directs promotion and publicity, and Ed Dorrity is continuity director. Gay Batson is chief staff announcer.

Class A one-hour one-time rate is $200, tapering down to $150 on a 260-time schedule. Film Class A rate is $150 for a one-time hour.

WDSU-TV is represented nationally by Blair TV Inc. Effective radiated power is 30,800 w video and 15,400 w audio, on Channel 6 (82-88 mc).

...where

462,700 people

spend

4,641,000

hours

weekly

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI

WLW-D CHANNEL 5 DAYTON

WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

SEN. JOHNSON'S REPLY TO JACK GOULD

Calls for Industry-FCC Cooperation

SEN. ED C. JOHNSON (D-Col.), FCC's chief Capitol Hill watchdog, said last week he agreed FCC should "call in the representatives of industry and figuratively knock their heads together on matters which are in the public interest."

His assertion was made in a letter to Jack Gould, *New York Times* radio editor, who had offered the suggestion in a Jan. 29 column on the plight of television in the freeze.

The letter was prompted by Mr. Gould's statement that FCC "has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson. . . . who persists in issuing communiques on what the Commission should or should not do in highly technical matters."

Sen. Johnson said "I do not deny that I watch the FCC's actions closely; the law directs me to do that." But he reiterated that he was not "even remotely responsible for the freeze or for the engineering facts which have brought it on and which are keeping it on. I am not omnipotent; I can not alter scientific facts."

The Senate Interstate and Foreign Commerce Committee chairman agreed with Mr. Gould that FCC " 'needs some real gumption and backbone to assert its proper authority,' and that gumption should be used, as it is now used, to not let certain publications in the interest of their advertisers call the tune. In my opinion the Commission is asserting its authority properly in the public interest by holding the current hearings. . . ."

Mr. Gould's column contended FCC "has no real reason" for continuing the freeze, since both monochrome and color use 6-mc channels. It was in that connection he felt FCC should call in the industry representatives and, in a head-knocking session, see that government and industry agree on "a solution first to the allocations matter and then to color video."

On this score Sen. Johnson said "perhaps you are right." But, he added, "you are suggesting a technical engineering step which I do not feel competent to pass upon or give advice and upon which I have never advised."

The Senator thought Mr. Gould had been "charitable" when he referred to the interference problem which preceded the freeze. Sen Johnson wrote:

. . . The truth is that the series of allocations in the VHF band were incorrect, ludicrously incorrect, and no one in the Commission will deny it. The Commission found itself in hot water because of its own injudicious half-baked allocation and the only way out was to clamp on the freeze; I had as much to do with inaugurating that freeze as you had, and I have about as much to do with keeping it on as you.

DuMONT NETWORK

Affiliates Form Committee

COMMITTEE designed to establish and maintain close liaison between officials of the DuMont Television Network and its affiliates managements was organized last week at a two-day meeting of DuMont TV affiliates in New York.

Mortimer C. Watters, vice president and general manager of WCPO-TV Cincinnati, was named chairman of the new group. Kenneth Stowman, WFIL-TV Philadelphia, is vice chairman.

Other members named to the liaison committee include Vernon Brooks, WGN-TV Chicago; Paul Adanti, WHEN (TV) Syracuse; Aldo DeDominicis, WNHC-TV New Haven; Franklin Snyder, WXEL (TV) Cleveland; John Rossiter, WTVN (TV) Columbus, and William Fay, WHAM-TV Rochester.

Film Report

PROGRESSIVE PICTURES, Los Angeles, recently incorporated to produce TV films, has signed veteran star "Bronco" Billy Anderson to do series of shorts. Firm is revising "Old Snakeville," western comedy series, for television. **Gilbert Maxwell Anderson** is president of firm, which has offices at 6356 Hollywood Blvd.; phone is Hudson 25830. . . .

Selznick Releasing Organization, through Charles Schailfer & Co., New York advertising agency, has completed TV film spots to promote its latest motion picture release, "The Third Man." Spots were made by **Motion Picture Stages Inc.**, studio subsidiary of **Hafner-Vetter.** Commercial will be placed in 58 markets to promote picture as it is released . . . **IMPS Inc.**, 515 Madison Ave., New York, has produced 50-second TV spot commercial for **Columbia Records Inc.**'s LP records through **McCann-Erickson**, New York.

Cinetel, New York TV film distributor, announces it has accepted bookings from 25 video stations for showing of 10-minute sound film on **Joey Maxim-Freddie Mills** fight in London, Eng. **Telenews** has bought second-run rights. **Ed Woodruff**, president of firm, said company would offer other major fights from England as they are scheduled . . .

United Fruit Signs

UNITED FRUIT Co. last week became the first sponsor to buy a piece of NBC-TV's Saturday night two-and-a-half-hour variety comedy show. The company, through BBDO, New York, will use one commercial a week.

WOI-TV Affiliates

WOI-TV Ames, Iowa, will join the CBS Television Network effective Feb. 20, Herbert V. Akerberg, CBS vice president in charge of station relations, announced Thursday. Simultaneously, both NBC-TV and DuMont Television Network also announced addition of WOI-TV as an affiliate. Signing of WOI-TV brings the number of CBS affiliates to 57, NBC's to 59 and DuMont's to 54.

TV Drama Rights

(Continued from Telecasting 11)

on the standing of the producer or copyright owner of the film and assume that he acquired the right to make a motion picture using the dramatic or other literary material employed in the film and to license its performance in television. If such material was produced by an employe of the motion picture producer, the employer would in all probability have complete rights with respect to its presentation in any medium, including television. However, it is entirely possible that the producer, in arranging to make a film of a dramatic property, might have acquired the rights to perform it in motion picture theatres only. Someone other than the producer may have the right to perform the basic dramatic material in broadcasting or to make radio adaptations of the original drama, or of the original non-dramatic literary material on which the drama is based, and to broadcast such adaptation. If this be so, then it must be considered whether the holder of the right to broadcast an adaptation of the basic work has television rights or merely the rights for aural broadcasting.

This brings us back to the fundamental problem of ascertaining the location of the television rights in dramatic material whether or not the material has been recorded on film. This inquiry must be approached with the realization that the holder of all rights in literary material may make a number of different grants of rights with respect to the use of such material. He may publish it in book form, authorize its dramatization and performance on the legitimate stage, and among other things authorize a motion picture producer to film it and to exhibit the film in an unlimited manner or with certain restrictions of exclusions.

It is quite usual to exclude from a license authorizing a motion picture version of a drama to be produced broadcasting rights except for the purpose of promoting the film. The language of such exclusions and exceptions may be specific or they may present difficult questions of interpretation. Ordinarily, provisions permitting broadcast performance of a work for promotion purposes would be limited to the broadcasting of comparatively brief segments consisting of a few scenes, in all likelihood

scenes done by one or more of the actors who appeared in the original motion picture. In the case of such an exception in favor of television broadcasting, the footage available for television would probably be limited to short clips or trailers especially prepared and possibly requiring approval in advance by specified interested parties.

Each transaction involving a grant of performing rights has to be examined carefully in the light of its own facts and circumstances in order to determine the true intent of the parties at each stop in the history of the rights. Naturally, in some cases this may become extremely complicated, but there are some general rules or principles which may be useful as guides.

Through the years, as new media came into use, forerunners of our problems in television arose. Prior to the invention of motion pictures, for example, a dramatic performance right was a fairly simple and unambiguous thing. There might have been some argument as to whether it covered performances in certain countries only, or without limitation throughout the world, but there was no doubt that what the parties had in mind was the presentation of the play by actors on a stage.

The advent of motion pictures introduced a new complication. In an early case arising shortly after the invention of motion pictures it was decided that a grant of dramatic rights prior to the general use of motion pictures was deemed limited to performances on the stage. The owner of the basic rights therefore was free to license someone else to make a motion picture version of the play and the licensee who had been given the dramatic rights was not able to make a motion picture version of it.

Delay of Use Suggested

However, at the same time it was recognized that it would be unfair to permit the owner of the basic rights to license the motion picture rights in such a way as to promote unfair competition by anyone with the licensee of the stage rights. As a practical matter, therefore, this required the motion picture use to be delayed until such time as the normal run of the dramatic presentation on the stage was completed in the absence of a settlement between the motion picture producer and the owner of the stage rights.

The next development was that of combining sound with motion pictures. The question immediately was raised as to whether the licensee of motion picture rights had the right to make talking pictures as well as silent pictures. It was decided in a representative case of this type that while a grant of screen rights in a play prior to the development of talking pictures did not carry the right to make talking pictures, it would be necessary for the producer of talking pictures to clear with and obtain the permission of the holder of the screen rights as well as the holder of the dramatic rights. The owner of the screen rights alone did not have the right to make talking motion pictures. At the same time the producer of the talking picture version had to secure permission from the licensee of the screen rights as well as the owner of the basic dramatic rights.

It seems quite likely therefore that in many cases a grant of broadcasting rights prior to the general use of television would be deemed limited to aural broadcasting, even though television is merely one form of broadcasting. It is likely that most courts faced with such a problem of interpretation would decide that what the parties had in mind was the system then in general use, namely, aural broadcasting or, in the popular sense, "radio and not television." This is not withstanding the fact that radio communication is defined in the Communications Act as the transmission by radio of pictures as well as sounds of all kinds. The industry is generally in the habit of distinguishing between "radio" on the one hand and "television" on the other—using the word "radio" as meaning sound only and leaving to the word "broadcasting" the overall meaning, covering both aural and visual transmissions intended for reception by the public generally, as opposed to point-to-point communication. In other words, there is a difference between television broadcasting and radio broadcasting. Does this surprise anyone in television?

An Example

Let us take a particular case in which a sponsor wants to use drama on broadcaster's television network. Drama, by playwright, was copyrighted and published ten years ago after two years on Broadway. Publisher and playwright granted film rights to Hollywood. Playwright retained dramatic performing rights but granted Hollywood "broadcast" rights for promotion purposes. Agency deals with publisher, as well as playwright, because of publisher's specific interest in broadcasting rights under the publishing contract.

The broadcast rights granted Hollywood are obviously limited to promotion of the picture and all seems clear until an agency executive points out that in order to reach the non-interconnected stations on the network kinescoping will be involved. Question: Does Hollywood, to which the film rights have been given, hold the key to the deal or may sponsor proceed under license from publisher and playwright only, regarding the kinescope film as merely incidental to the network operation? Answer: Study the film contract carefully with a good lawyer.

THE BIG HIT AT THE TBA TELEVISION CLINIC

New York, N. Y. February 8, 1950

Just off the press —

Catalog of Bridges, Moods and Themes

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Another SESAC Service

Tailored for TV - AM - FM -

A compact and comprehensive compilation of more than 1200 dramatic musical backgrounds of selections *contained in the SESAC Transcription Library* . . . saving you money and man hours . . . carefully checked and timed by program experts . . . complete with cross references and index.

The new enlarged SESAC Transcribed Program Service of over 3500 standard selections for as low as $40 a month.

SESAC, INC.

475 Fifth Avenue

New York 17, N. Y.

TBA Clinic

(Continued from Telecasting 3)

station this revenue will be substantially reduced. Furthermore, he said, network programs on the cable will knock out the station's most salable local programs, sports events, which in Louisville occur almost entirely at night.

A check of the present announcement schedule, Mr. Boyle reported, shows 90 commercial announcements during the station's six-day operating week, counting only those falling in network option time. Admitting that this total is achieved by double-spotting, he said that under network requirements as an interconnected station, WAVE-TV could handle only 43 announcements in the same period of time.

"A better than 50% loss in spot revenue represents a sizeable decrease in income in an operation of our type," he noted. "It could be made up only by expanding our daily operation to accommodate these announcements. This in turn means additional engineering and production personnel. Our consideration of this situation leads us to believe that operating as a non-interconnected station for as long a period of time as possible possesses very definite advantages for us as regards revenue." He concluded, "There is only one drawback to my whole argument and that is that when the cable comes to Louisville we can do only one thing—enjoy it."

Interconnection Praised

Paul Adanti, general manager of WHEN (TV) Syracuse, which recently "went on the cable" after a year of non-inconnection network service, said: "Interconnection is the magic word that opens doors to new business, that breaks down buyers' resistance, that most of all removes the psychological block that everyone, including even agency and network people, seems to have about the non-interconnected station."

He noted that improvement in kinescope quality during 1949 now makes possible "a fairly accurate facsimile of interconnected operation of kinescopes" at non-interconnected stations and added that, aside from some sports and other special events shows of timely nature, most TV programs lose nothing by being delayed.

"A little consideration of the non-interconnected station as a bona-fide member of the network to be judged strictly on its merit as a market, rather than as a poor relation waiting for the magic tentacle of AT&T to raise it from rags to riches, would do a lot to promote the growth of TV," Mr. Adanti declared. "Further, it would obviate the terrific hassle that ensues when a station is finally hooked into the cable which results in a complete reshuffling of time schedules, networks and local advertisers.

"We are just beginning to emerge from that hassle at WHEN and, believe me, I know whereof I speak. A non-interconnected station isn't going to shortchange itself by holding out optioned network time against the day when the lords smile and the program that should go into that time slot is finally bestowed and local sponsors who have bought into that time and are getting results show a surprising and justifiable amount of obstinacy in being shoved out when the 'happy to announce firm order' comes through. The net result is a lot of bruised feelings all around unless considerable diplomacy or expensive farsightedness is employed.

Strange Situation

"To me, the whole situation is unnecessary and decidedly ungood for the industry. It just doesn't make good sense to me to see the horn of plenty opening in a new and mediocre market with a close to zero set population just because it was fortunate enough to be located on a cable run, and see a much better, and further developed market, being stunted in its growth by the mere fact that AT&T is not expanding in its direction fast enough."

The three things agencies want most from TV broadcasters, Rodney Erickson, supervisor of radio-TV operations for Young & Rubicam, told the meeting, are: (1) bigger and better studios out of the high rent district, giving Hollywood production facilities at a price within the advertiser's budget; (2) better trained personnel so that a million-dollar-program is not at the mercy of an $18-a-week boy who likes to fiddle with the shading; (3) a single price covering the whole cost of a production.

Mr. Erickson said that there also is a real need for new programs and new program ideas, stating that Y&R has three clients who are anxious to get into television "but we haven't been able to find the right kind of show for them." On the other hand, he reported that one of his agency's accounts has a video spot campaign that is "getting close to the dollar-a-thousand mark."

"Keep your rates at a level local advertisers can afford and your programming at a level that will give them an audience for their commercials," Klaus Landsberg, general manager, KTLA (TV) Los Angeles, advised local station operators. He urged them to take advantage of the flexibility of their position by shifting programs to meet competition in a way that the networks can't do. He reported that by programming top films to start at 7 p.m. Tuesday evenings, KTLA has been able to build an audience which stays with it when Milton Berle comes on at 8 p.m. and moreover it has the program sponsored. Special events, often created just by taking the camera someplace the viewers would like to go, comprise another type of good local TV programming, he said, which will attract viewers and sponsors in the face of network competition.

Competitive selling of AM and TV, even if under the same ownership, was urged by Kenneth W. Stowman, sales manager of WFIL-TV Philadelphia. "Television calls for an educational job beyond the capacity of the combination salesman," he said, noting that the man who tries to sell both media at the same time wastes his time talking about TV and fails to get the radio business.

WFIL-TV Solution

Backing up Mr. Landsberg's remarks about the danger of pricing station time out of the reach of local advertisers, he said that WFIL-TV had met that problem by building participation shows with 30-second demonstration spots that local clients can afford. The results, he reported, have been good, both for the advertisers and the station.

Television has adopted many radio practices too eagerly and without nearly enough thought, Linnea Nelson, chief timebuyer of J. Walter Thompson Co., told the clinic. Taking rates as an example, she noted that TV stations generally follow the radio pattern of pricing a half-hour at 60% of the full hour rate, a quarter-hour at 40%, etc., without stopping to consider whether this formula is right for TV.

"Perhaps a half-hour on TV should cost 75% of the hourly rate," she suggested, commenting that if this were done more advertisers might be encouraged to sponsor full-hour programs, which might be a good thing.

Film package shows offer the TV station operator programs of network quality at prices he can get from local advertisers, and he can net a lot more than by passing 70% of his card rate back to the network, the three members of a panel on TV packages unanimously agreed.

Russ Johnston, of Jerry Fairbanks Productions, expressed his firm conviction that "television film programs, properly prepared by qualified people and properly exhibited, will be the salvation of the TV broadcasting industry. We can no more afford a coast-to-coast cable on a regular basis than we can afford to jump out of the window.

"Sooner or later, advertisers are going to measure TV as they do all other media, on a cost-per-something basis. If television is five times as effective as any other medium but costs 10 times as much, it will not be an economical purchase. Costs, therefore, become very important and advertisers must be able to amortize very high program costs through repeat show-

POPPELE ELECTED

Is TBA President For Sixth Term

J. R. POPPELE, vice president General Teleradio Inc., operator of WOR-AM-TV New York and WOIC (TV) Washington, was elected to his sixth term as president of Television Broadcasters Assn. Wednesday by the TBA board.

Ernest B. Loveman, vice president, WPTZ (TV) Philadelphia, was elected TBA vice president; Will Baltin was re-elected secretary-treasurer for the seventh time, and Paul Raibourn, president Paramount TV Productions, was re-elected assistant secretary-treasurer.

Earlier, the annual membership meeting of TBA re-elected Mr. Loveman, Mr. Raibourn and F. M. Russell, NBC vice president, as directors for three-year terms. To fill vacancies on the board, George B. Storer, president, Fort Industry stations, was elected for a two-year term; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNS-AM-TV Columbus, Ohio, for a one-year term.

Service Expanding

In his annual report, TBA President Poppele noted that while "the advent of 1950 found television knee-deep in prosperity," this was one-sided as "the financial return to the manufacturer greatly outweighs the income of the TV broadcasters." Estimating today's video audience as more than 12 million, based on about four million TV sets in use, Mr. Poppele predicted that with an additional four million sets to be turned out this year, by the end of 1950 there will be video sets in one in three homes throughout the TV service areas.

This rosy outlook is bulled by the 16-month old freeze, he said, noting that it "presents a problem for the entire industry that must be resolved in the very near future if we are to avoid reaching a point of stagnation." He pledged that TBA "will do its utmost to bring this protracted and costly impasse to a close."

Mr. Poppele's report included an analysis of replies to a TBA questionnaire on the freeze sent to TV broadcasters, construction permit holders and applicants. The survey showed the majority opposing a mixture of UHF and VHF channels in the same service area, preferring a reservation of space in the UHF band for continued experimentation to immediate full assignment of the band and favoring separation of the color issue from that of allocations. Most stations and applicants said, however, that the freeze had not worked to their disadavantage.

The TBA membership meeting unanimously adopted a resolution authorizing their president to "protest the proposal of the U. S. Treasury Dept. to impose the manufacturers' excise tax of 10% on television receivers and to do all things necessary and required to evidence the association's disapproval of such proposal."

ings. They must be able to select their own markets. They must be afforded the opportunity of mass production of programs to reduce costs. Only films of some nature will solve these problems."

Filmed packaged shows for television are exactly comparable to transcriptions for radio, according to Maurice Rifkin, head of TV sales for Frederic W. Ziv Inc., who reported that his company already is delivering on films a video counterpart of its radio recorded program service. "The same rules of 'no fluffs allowed' and 'do it over until it's right' apply to our films as they always have to our recordings," he said. He added that Ziv can guarantee delivery of programs for a minimum of two years, an important factor for a station and advertisers who don't want to have to worry about next week's show getting there.

A method of "prepaid sales" to finance the making of film shows for television was suggested by Ralph M. Cohn, manager of the TV department of Screen Gems. Noting that motion picture producers used to finance their pictures by selling them to distributors or exhibitors before they were made and using the advances to pay for their productions, Mr. Cohn asked:

"Why isn't it possible for a producer or distributor to get advances from stations, advertising agencies or local advertisers, so that he can start production? I doubt that the initiative and trust that characterized the American way of doing business has gone out of our lives.

Outlines Finance Plan

"Most television stations, owned as they are by newspapers, AM broadcasters, or motion picture exhibitors, can raise enough cash to help finance reliable producers. So can very many large local advertisers or their agencies. The producers then in turn can deliver programs so that the stations can sell the very profitable local time to advertisers, in place of using this time for dreary sustaining or penny-pinching live shows which now characterize much local programming. It will take foresight and guts to get it started but such a plan would pay off in tremendous dividends to stations, advertisers, and last but not least—to most struggling television film producers."

Thirty-five different unions have applied to NLRB for jurisdiction over some group of TV employes, Ernest de la Ossa, director of NBC's personnel department, told the clinic (see chart of unions having or seeking recognition by NBC). Inevitably, jurisdictional problems have arisen, he said, as new unions formed exclusively for television come into conflict with older labor organizations which would like to extend their radio, stage or screen jurisdictions to include TV.

The American Federation of Musicians' ban on musical films for TV, except for audition purposes or for delayed broadcasts of network programs, presents a major labor relations problem, Mr. de la Ossa stated. He reported that a TV broadcasters' committee plans to meet with AFM officials within the next month to attempt to work out a plan to remove this restriction.

THAT'S A JOKE SON, says Dean Fitzer (seated, center), general manager, WDAF-AM-TV Kansas City, during a lighter moment at TBA Clinic. Standing (l to r): Herman Fast, general manager, WKRC Cincinnati; Noran E. Kersta, vice president of radio and TV, William Weintraub & Co.; Gaston Grignon, general manager, WISN Milwaukee; Charles Lanphier, president, WFOX Milwaukee. Seated: Hulbert Taft Jr., president, WKRC-AM-FM-TV Cincinnati; Mr. Fitzer; John E. Harrington, president, Harrington, Righter & Parsons.

* * *

Unlike most sports promoters, who seem to feel that telecasting of sports events cuts down the paid admissions, Madison Square Garden wants its events "fully televised," Ned Irish, executive vice president of the Garden, declared. The Garden, he said, has been unable to find any adverse effect of TV on attendance and like any other package program producer, is anxious to sell TV all the programs it can.

Irish Hits Networks

Berating video broadcasters, particularly the networks, for not buying Garden events now as they did a few years back, Mr. Irish charged them with short-changing the many viewers who bought TV sets primarily to gets sports programs.

"We have been told," he said, "that the high cost of the rights was the cause of the blackout. Perhaps that is true but our opinion is that this is an excuse. . . . Sports at today's prices for a complete hour or two-hour program certainly cost less for the basic talent than in any other form of entertainments, without all the extras for studios, script writers, rehearsals and scenery that go with other live shows."

Mr. Irish suggested that "perhaps the charges for an hour or more on a network prove the stumbling block. Or agency and sponsor objections to sports, in addition to costs, may be due to a feeling of frustration because creative instincts get no scope. Auditions for talent and the decisions regarding choice of talent are lacking in sports."

Tom McMahoen, of N. W. Ayer & Son, gave an off-the-record report on a survey of the effects of television on attendance at sporting events now being conducted by Jerry Jordan, graduate student at U. of Pennsylvania [TELECASTING, Jan. 30]. Preliminary results indicate that other factors affecting sports attendance may be of equal or greater importance than TV, Mr. McMahoen said.

Paul Mowrey, ABC national director of TV program sales, served as moderator for a panel discussion of the eventual headquarters of television programming in the country. Charles Underhill, CBS-TV director of programs, said that television will "inevitably follow talent, wherever it is." James Caddigan, director of programming for the DuMont TV Network, said that dramatic programs probably will come mostly from New York, where "a wealth of talent is always available at a price TV can afford."

Mr. Landsberg was positive that Hollywood will become the country's TV capital for the same reasons it is now the film production center —scenery, good shooting conditions, etc., plus the services established for the movies which make sets, props and costumes of any type immediately available, plus also the wealth of talent attracted to Hollywood by the movies but ready to work in TV.

TBA President J. R. Poppele was toastmaster at the luncheon session, which presented a special performance of *Stop the Music* and a talk by Milton Berle on an actor's view of television.

DuMont Appeal

(Continued from Telecasting 14)

that present systems are not ready for commercialization.

"It is definitely our belief that channels should be allocated for color and experimental licenses granted where necessary to proponents of the various color systems," Dr. DuMont emphasized, adding that "there is nothing to prevent this" and that manufacturing firms would cooperate by constructing experimental receivers.

The sessions, held Monday through Wednesday at the Hotel New Yorker and sponsored by *Televiser* magazine, covered various phases of television activity. Also featured was an exhibit of 1950 TV receivers comprising different models and screen sizes ranging in price from $189 to $2,000.

About 300 representatives from TV stations, research firms, advertising agencies, film organizations and educational institutions attended the meeting.

RCA Color

(Continued from Telecasting 14)

one standard 10-inch monochrome set. The latter received WNBW's signal from a regular dipole antenna, with reflector, atop an adjoining building. Lead-in line ran some 400 ft. Air distance to WNBW was about two miles. Dr. Engstrom pointed out that the color sets were reduced somewhat in size from earlier models.

During a question period, Dr. Engstrom said RCA basically opposed letting the public try the competing TV systems together and making its choice but as a last resort RCA "was not afraid to public test the double standard."

RCA and NBC officials attending the demonstration in addition to Dr. Engstrom included:

Dr. Charles B. Jolliffe, executive vice president in charge of RCA Labs. Division; Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity; Sydney Eiges, NBC vice president in charge of press; Dr. G. H. Brown, RCA Labs. research engineer; Ray D. Kell, RCA Labs. TV section chief; William R. McAndrew, general manager of WRC and WNBW and assistant to NBC Washington vice president.

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INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
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Blaw-Knox is building

MORE RINGSIDE SEATS

for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers . . . Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

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OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX *ANTENNA* TOWERS

WFBM Indianapolis was one of three stations to receive top awards for "outstanding skill and ingenuity" in exploiting The Kroger Co.'s daytime serials in connection with Kroger's recent "$65,000 Brand Name Hunt" national contest. At award presentation ceremony are (l to r): J. B. Hall, president, Kroger Co.; Gene Vaughn, promotion director, WFBM; W. F. Kiley, business manager, WFBM; Harry M. Bitner Jr., general manager, WFBM, and C. M. Robertson Jr., president, The Ralph H. Jones Co., agency for Kroger. Also sharing top honors were WCHS Charleston, W. Va., and WAGA Atlanta, Ga.

COMBINATION WORK STUDY

NAB Finds Most Use Single Crew for AM-FM

NEARLY all stations operating joint AM and FM transmitters use a single technician or single crew for the transmitters, where this is physically possible, according to a study of combination work conducted by Richard P. Doherty, NAB director of employe-employer relations.

With 1,400-odd replies to a station questionnaire covering combination work, Mr. Doherty has compiled a detailed analysis of this subject, broken down into the five major areas used in station operating-cost studies made available during NAB district meetings last autumn.

This new material, the first exhaustive study ever made by NAB in the field of combination work, is submitted along with an analysis of National Labor Relations Board cases. A week ago the department sent the membership an analysis of wage-hour regulations covering overtime pay [BROADCASTING, Jan. 30].

Regional Breakdown

In breaking down the combination work data, Mr. Doherty found that combination work is more prevalent in the Southeast, Southwest and West although small stations in the Northeast use combination men extensively.

As expected, the data reveal that combination work is more prevalent at small stations, fairly common at medium and almost an exception at large stations.

About one out of five small stations pay premium wages for combination work, the station ratio ranging from 8% to 30% depending on locality. About one out of 10 medium stations pays a premium, the ratio being from 4% to 21%. In the case of the few large stations using combination men, there is scarcely any evidence that they receive premium work.

Accompanying the survey data is a discussion of arbitration decisions affecting management's right to integrate jobs.

FM IN CHICAGO

United Sales Mulled

PROPOSED sale of time on member-stations of the FM Broadcasters of Chicagoland individually and/or collectively by one person will be discussed by a committee representing the commercial membership, it was decided at a meeting of the group Tuesday in WFJL Chicago offices.

Five non-member stations attended the session and expressed interest in its objectives. They included Miss Wanda Mitchell of Evanston Township High School, Evanston, Ill., which plans to construct a 10 w educational station; WEPS Elgin; WBEZ, Chicago Board of Education station; WBIK Chicago, FM affiliate of WBKB-(TV), and WMBI-FM, Chicago.

Robert Miller, manager of WSBC and WXRT(FM) Chicago, was elected a member of the board. He submitted a detailed report on proposed purchase of time on his FM station by the newly-organized Better Music Committee of Chicago (see story page 87).

Group also decided to issue a monthly listing of FM highlights in the area.

COMBINED facilities of WAAT and WATV (TV), both Newark, N. J., were used in coverage of Solemn Pontifical Mass in celebration of golden jubilee of Archbishop Thomas J. Walsh of Newark.

SCHOOL FM

Meet Is Held At DePauw U.

TERMED a "grass-roots" movement, what is claimed to be the first conference on low-power educational FM in the country was held Jan. 27-28 at Greencastle, Ind., where DePauw U. was host to a group of educators interested in the problems of low-power FM. The conference was called by schools now operating 10 w FM educational stations or those contemplating such operation.

Featured speaker was Franklin Dunham, chief of radio, U. S. Office of Education, who spoke on the topic, "The Wider Use of Our FM Facilities." He advised those interested in low-power educational stations to operate the school-owned station as a community project. He suggested an advisory council composed of community leaders to help in adjusting the program to town needs.

Also discussed were problems relating to the goals, the programming and the equipment of the station. Aids in programming were suggested by representatives from Indiana and Purdue U.'s. The conference urged the FCC to authorize third class licensing for low-power FM engineers as soon as possible.

City school stations were represented at the conference by Vernon McKown, WNAS New Albany, Ind.; McCabe Day, WVSH Huntington, Ind; and John V. Maier of Muncie, Ind., which has a station application pending. Other conferees included: Dr. H. T. Ross, Elizabeth Turnell and Charles Aschmann, WGRE DePauw U.; James Miles of Purdue U., delegate from NAEB, and Martin Williams, engineering consultant, of Indianapolis.

Other guests included Blanche Young, AER treasurer, Indianapolis; Dr. Harry Skornia, director of radio, Indiana U., and Dr. L. C. Larson, audio-visual department, Indiana U.

FM RADIO STATUS

Wheeler Says Best Ever

EDWARD A. WHEELER, president and general manager, WEAW (FM) Evanston, Ill., finds the FM broadcasting industry "in the best shape it has ever been." His declaration was voiced before the FM Broadcasters of Chicagoland, of which he was elected president a few weeks ago.

Vigorously defending FM radio, Mr. Wheeler said it is rapidly establishing itself as the preferred medium for aural broadcasting. He pointed out that there were 733 FM stations on the air as of the date of his talk—the total being 30 more than there were at the same time a year ago.

EIGHT week nationwide contest, to stimulate sales and shipments of Hunt Foods by its sales managers and salesmen, launched by company.

FOR HIRE

2 Super Salesmen

IF you're prospecting for sales in the North Country's rich farming and industrial area,

Buy

1000 W
960 Kc

WEAV

Plattsburg, N. Y.

ABC

MORE than $16,000,000 a year is spent in the Gloversville-Johnstown area. To sell the 11,000 homes in the world's leading glove center . . .

Use

250 W
1340 Kc

WENT

Gloversville-Johnstown

CBS

Take a look at these two markets — then make up your mind to get your share by using WEAV and WENT.

For availabilities, rates and other information, wire, write or phone

Joseph Hershey McGillvra

National Representative

"VIC" DIEHM says:

IT TAKES ALL KINDS of SHAPES to run a RADIO STATION

GORGEOUS

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for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.
or
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

March of Dimes

(Continued from page 36)

tionality groups spoke in their own language urging support of the campaign. Speaking for all the people interested in the drive was Jesse D. Gross, chairman for the campaign in Stark County.

• • •

KASA: Lonnie Preston, co-owner and manager of KASA Elk City, Okla., wears clothes size 47 but he modeled a size 36 nightgown for the anti-polio campaign. A bid of $50 got the picture posted in a window downtown and another $50 got it published. KASA also devoted an average of nine hours of Class A time per week for the last three weeks of the polio fund drive, with auctions and an "Ugly Man Contest."

• • •

WCKY: Disc Jockey Rex Dale, conducting a *Dime-a-Tune* feature for the benefit of polio victims, initiated an auction sale in order to achieve his goal of $2,000 for the March of Dimes campaign. Items auctioned off to the highest bidder among his listeners were autographed hats belonging to movie stars, Joan Crawford and Tyrone Power, the latter a Cincinnatian. Mr. Dale conducts a series of shows for the benefit of needy people throughout the year.

• • •

WPAY: A total of 500 announcements and 13 transcribed programs totalling 225 minutes was the boast of WPAY-AM-FM Portsmouth, Ohio, as the 1950 March of Dimes campaign came to an end. Nearly all the available time generally used for station promotion and other community service was devoted to the Infantile Paralysis Fund drive.

• • •

WABI: Conducted by Johnny MacRae, morning man, a 4½ hour *Polio Parade* show was aired by WABI Bangor, Me. During the program 1,200 telephone pledges were received on four incoming lines which were busy throughout the program. Cash receipts, averaging $10 per minute, amounted to nearly $2,600.

• • •

WEAU: In Eau Claire, Wis., Baseball Commissioner A. B. (Happy) Chandler and Gene Autry, cowboy film and radio star, interviewed two chilren, victims of polio, over WEAU, to officially open the 1950 March of

"Happy" Chandler greets Roddy.

Dimes campaign in Eau Claire County. The interviews were part of a two-week series to point up contributions for the National Foundation for Infantile Paralysis.

• • •

WAAM (TV): In Baltimore, WAAM (TV) presented the celebrated B & O Glee Club in a special program on the opening day of the drive. Speaker for the National Foundation was Dr. George E. Bennett, chairman of the Baltimore Chapter of the March of Dimes campaign.

• • •

WBZ-TV: To help kick off Boston's drive, Columnist Bill Cunningham and Cartoonist Al Capp highlighted a special WBZ-TV telecast. Five local youngsters, who had previously posed for March of Dimes posters, were included on the show, with Mr. Capp drawing his famous cartoon of Polio Kigme.

• • •

WJOY: In coooperation with the Vermont March of Dimes campaign, Jack Barry of WJOY Burlington, Vt., aired his hour-long request show, *You Asked for It*, direct from the polio section of Burlington's Mary Fletcher Hospital, playing requests of the patients. Mr. Barry's program

Jack Barry entertains patients.

recently received honorable mention from the *New York Herald Tribune* for placement of more than 60% of the Fresh Air Fund children in the Burlington area.

• • •

ALASKA STATIONS: The three Anchorage stations, KENI KFQD and KBYR, and the Armed Forces Station at Elmendorf Air Force Base, Fort Richardson, Alaska, combined their talents to broadcast a two-hour program in support of the March of Dimes. The show featured many leading citizens of Anchorage. Listeners were requested to phone in pledges.

• • •

WBIG: In Greensboro, N. C., WBIG reported large receipts of contributions from listeners in the area. The entire WBIG staff cooperated in efforts to put over the March of Dimes in the Tarheel State.

• • •

WBAP-TV: In cooperation with the March of Dimes campaign, WBAP-TV Fort Worth set up its remote equipment in the polio ward of the Fort Worth City County Hospital for a telecast for polio patients. As a highlight, WBAP-TV star, Mary Parker, interviewed a number of young patients.

• • •

WMBG-WTRV (TV): In cooperation with the Richmond Chapter of the National Foundation for Infantile Paralysis, WTVR (TV) and its AM affiliate WMBG Richmond, presented a special program built around the needs of Richmond in the March of Dimes campaign. Speakers included the executive director of the local chapter, the director of the Medical College of Virginia hospital, a noted physician who told of the medical research being done to combat polio, and a four-year-old victim of polio.

• • •

WHWL: In Wilkes-Barre, Pa., the aim of the March of Dimes was brought home forcibly when WHWL transcribed the story of a paralysis victim, formerly a husky football player, at Wilkes-Barre Contagious Hospital. Arranged and conducted by Jones Evans, newly-appointed WHWL program director, the interview with Leonard Ausura was heard in a WHWL rebroadcast the same day.

• • •

SEATTLE STATIONS: The March of Dimes got a big send-off in Seattle when KOMO transcribed a 15-minute interview between Dick Keplinger, Seattle radio freelancer, and two March of Dimes officials and three polio patients. The program was used also on KJR KIRO KVI KRSC KOL and KING.

• • •

DuMONT: In an effort to raise $100,000 an hour to benefit polio sufferers, DuMont TV Network scheduled a two-hour *Celebrity Parade* for The March of Dimes. To receive contributions during the 10 p.m. to midnight period Wally Wanger models manned telephones set up on the stage of the Adelphia Theater, New York, origination point of the telecast. A long list of Broadway celebrities appeared on the show. Hank Ladd, comedian of "Along Fifth Avenue," "Angel in the Wings," and other comedies, emceed the first hour while Bert Parks of *Stop the Music* took over the second hour.

• • •

WBAL: Eddie Cantor, NBC star who originated the phrase, March of Dimes, recorded special March of Dimes *Announcements and Stories* with Disc Jockey Al Ross at WBAL Baltimore during the station's campaign for contributions. Mr. Cantor

Eddie Cantor is interviewed by WBAL's Al Ross.

stopped off in Baltimore before taking off on a college lecture tour to urge all citizens to fight polio.

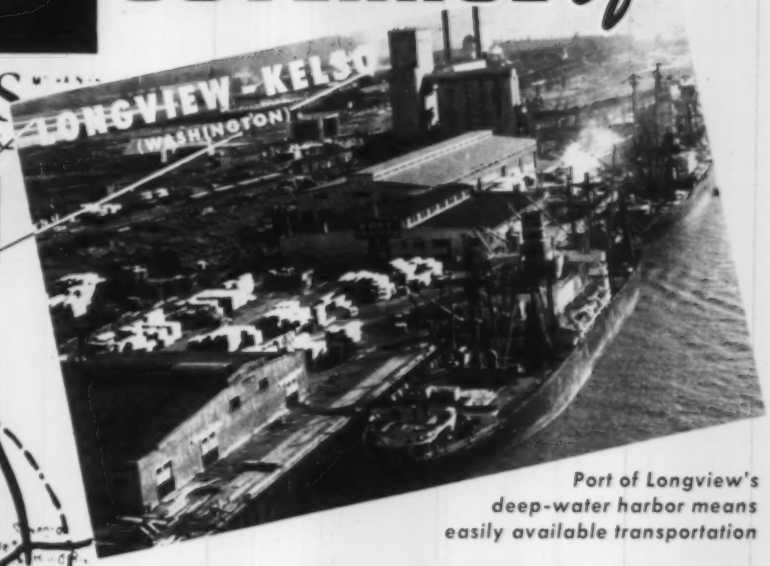
• • •

ABC: Celebrating the birthday of Franklin D. Roosevelt, a group of prominent personalities participated in a half-hour long broadcast on the full ABC network. Titled *America Salutes Franklin D. Roosevelt's Birthday*, the show also honored the 1950 March of Dimes campaign. With radio's Ralph Edwards as m.c., the program featured a recorded address by the late President Roosevelt, and speaking from New York, brief talks by Mrs. Franklin D. Roosevelt, Helen Hayes, this year's chairman of National Women's Activities for the

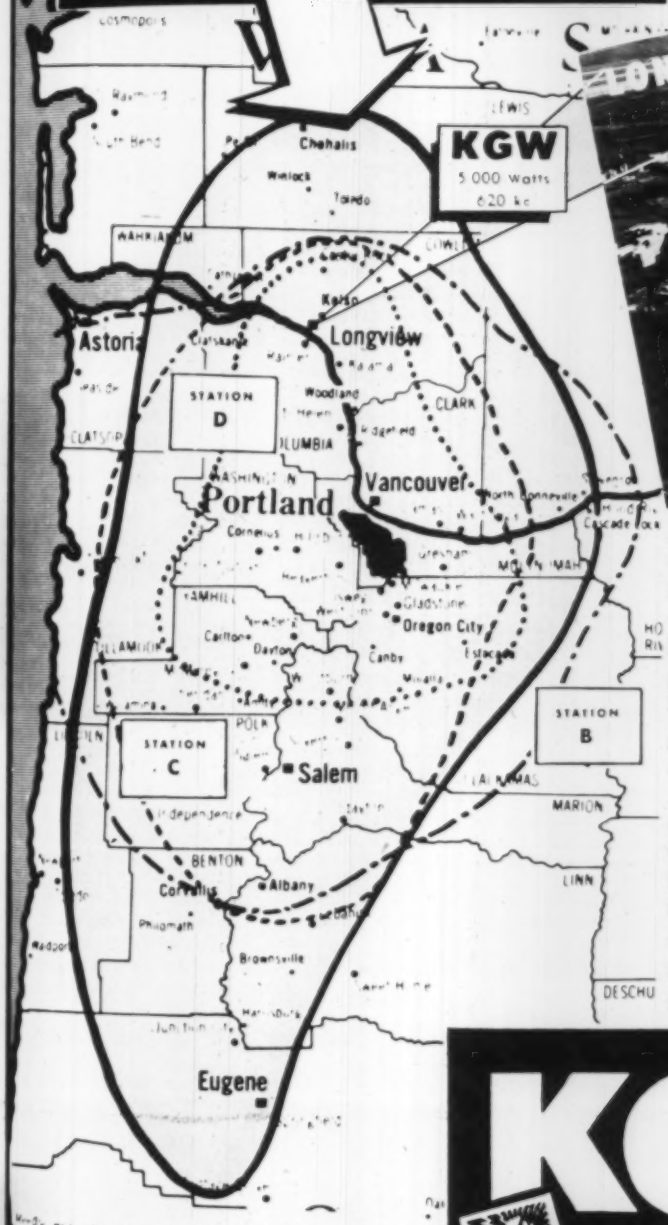
(Continued on page 74)

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA INC
366 Madison Avenue, New York
Murray Hill 2-8755

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



Port of Longview's deep-water harbor means easily available transportation



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's *Comprehensive Coverage.*

Advocates of diversity of income sources as the best backlog for community stability would find in Longview-Kelso a textbook example. They'd find proof of their theory also in the expanded buying power of the two communities . . . buying power YOU can tap through KGW'S COMPREHENSIVE COVERAGE.

Much of Longview-Kelso's industry . . . which includes the two largest lumber mills in the world . . . has arrived within the last ten years, keeping pace with the amazing growth of their neighbor Oregon across the Columbia River, whose population increase during this period has been the largest in the nation.

THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS Longview-Kelso . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

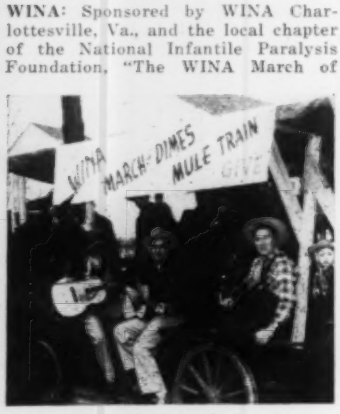
March of Dimes

(Continued from page 72)

March of Dimes, and Basil O'Connor, president of the National Foundation for Infantile Paralysis.

* * *

WINA: Sponsored by WINA Charlottesville, Va., and the local chapter of the National Infantile Paralysis Foundation, "The WINA March of Dimes Mule Train" climaxed the city's drive for funds. A converted haywagon, pulled by four ancient mules and driven by two genuine, old-time muleskinners, rolled through the city as two hillbilly bands aboard sang and played "Mule Train." Marine reservists and girls dressed in cowgirl costumes walked alongside the WINA Mule Train, collecting dimes and dollars in milk pails. Over $600 in cash was collected during the Mule Train's tour, WINA reported. In addition to this, WINA's disc jockey programs which promoted the drive throughout each day of the campaign, netted between $950 and $1,000.



Mule Train rolls by.

* * *

NBC-TV: Launching its special *Howdy Doody-March of Dimes TV Party*, members of the cast of the NBC-TV puppet show staged a special rally at public schools in the New York area. Performers included Howdy Doody himself; Rhoda Mann, puppeteer on the show; Bob Keeshaw, and others, all of whom gave Howdy Doody balloons to students who donated a dime to the March of Dimes. The proceedings emanated from a balloon-bedecked car parked outside the school entrances. Continuing its March of Dimes TV party, the *Howdy Doody* network telecast the same day had as a special guest eight-year-old Billy McCarthy of White Plains, N. Y., victim of polio in 1948, who returned home with little trace of polio remaining after eight months of hospitalization through the National Foundation for Infantile Paralysis.

* * *

CBS: The March of Dimes opening rally Jan. 16, originating at New York's City Hall and featuring Arthur Godfrey and Dinah Shore, was recorded by CBS for rebroadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard in New York on WNYC. Others who appeared on the program included acting New York Mayor Vincent Impellitteri, Helen Hayes, Elliot Lawrence and members of the Marine Corps.

* * *

CBS-TV: Emceed by hostess Dorothy Doan of CBS-TV's *Vanity Fair*, the sixth annual *March of Dimes Fashion Show*, underwritten by the New York Dress Institute for the benefit of the National Foundation for Infantile Paralysis, was telecast over CBS-TV from the grand ballroom of New York's Waldorf-Astoria Hotel. Current theatrical headliners in New York as well as a bevy of beautiful mannequins participated in the program.

PEPSI-COLA

Hits the Spots With Nelson ETs

THE RADIO JINGLE has shed swaddling clothes and donned a new suit. And, from all reports, listeners like it.

One big radio advertiser to strike a blow for the jingle's growth from the "offensive" label to "songs which entertain" classification is the Pepsi-Cola Co. A giant step in that direction was taken last summer when the soda pop company, which made the longer drink for a nickel famous, ordered a new type of transcription from the George R. Nelson Inc., Schenectady, N. Y.

Not that Pepsi-Cola was a casualty of the usual jingle. The company made famous (and vice-versa) the "Pepsi-Cola hits the spot" jingle, which for some time has been an integral part of its advertising.

But Pepsi-Cola, looking to changing moods, prepared for the future. Not forgetting that listeners wish to be entertained in radio advertising—cite participation of comedians like Jack Benny, Fred Allen and others on their own programs — the company turned to the song-talent jingle.

That is where George R. Nelson Inc. came in. The agency already had been turning out the newly-clothed spots for General Electric, Mohawk Carpet Mills, Benrus Watch and others. Pepsi-Cola listened to the samples and suggestions submitted and then bought.

The new announcements, differing from the repetitious, one-of-a-kind, are actually "musical." Their preparation, the Nelson agency explains, makes use of a wide variety of rhythms and tunes, many of them comparable to those milled in "Tin Pan Alley." The sales message is shot across with the help of such talent as the Landt Trio, Julie Conway and Eugenie Baird on the lyrics, and music by Johnny Cole.

Full Length Records

Full-length records for Pepsi-Cola also were turned out by the Nelson firm. Suggestions have been forwarded, that the company place them on the market or distribute them for home use, as they are suitable for phonograph sets. Because every record has talent and a carefully prepared lyric and song, the Nelson agency says it has individual appeal to the public.

The full-length record, which has stirred interest in the advertising field, uses no commercial announcer. It begins and ends like any music recording, and is set to a variety of rhythms such as rumbas, westerns, Hawaiian sway.

The Nelson agency says it firmly believes that jingles need not be offensive or dull. Rather, it says, "catchy melodies and clever lyrics can so sugar-coat an advertising pill that the radio audience asks for more—not only of the advertising, but also of the product."

According to the advertising firm, one station manager wrote a company using the new announcements: "For the first time in my radio experience, I have people calling up and writing to the station, asking for more of your musical announcements."

The spots are not prepared with sound effects, which, the agency says, may catch the public ear at first but prove rather irritating as time goes by. "The job is done," the agency says, "with just words and music."

In explaining production of the transcriptions, George Nelson, head of the agency states: "We employ only the very best and highest-priced artists—vocal and instrumental — in the business — truly *Name* artists. We transcribe with three production men, and indeed the chief engineer of the best recording studio in the country at the board himself. . . . Our clients tell us that it pays magnificent dividends."

Agency's Policy

The agency firmly disagrees with the "make 'em mad, just so they listen" school of thought. "We don't write jingles," Mr. Nelson says, "we write songs—material that people will want to hear—material that will bear repeat performance."

Comments from clients and listeners alike bear out the correctness of the Nelson theory.

LEE ESTATE

Litigation Possibility Seen

POSSIBILITY of litigation over the approximately $9.5 million estate of the late Thomas S. Lee, owner of the Don Lee Network and other properties, loomed last week as the will was filed for probate in Los Angeles.

The will reads: "After my death I want my entire fortune to go to R. D. Merrill of Seattle, Wash., to be divided as he sees fit." It had been reported previously that the fortune went to Mr. Merrill "to do as he sees fit."

Attorneys said the word "divide" may change the status of distribution. They said there may be contentions that Mr. Merrill should act as trustee for all who should benefit rather than become sole legatee.

Mrs. Fry Claims

Mrs. Elizabeth Lee Fry, 35, adopted daughter of the late Don Lee, through counsel made it known Friday that she intended to claim the entire estate left by Thomas Lee. Jerry Geisler and Harry Mabry, attorneys, announced they had been retained to protect the interest of Mrs. Fry who was cut off with $1 in Don Lee's will.

This was made known at routine hearings at which special letters of administration of the estate were granted to Public Administrator Ben H. Brown, acting in behalf of Mr. Merrill, Seattle lumberman. Mr. Brown had petitioned for the appointment at the request of Mr. Merrill, who said the estate needed immediate attention.

There was speculation that Mrs. Nora S. Patee of San Marino, Calif., maternal aunt and personal guardian of Mr. Lee, might also challenge the will.

Mr. Lee fell or jumped to his death from the 12th floor of a Los Angeles building Jan. 13 [BROADCASTING, Jan. 16].

Pharma-Craft Names

THE PHARMA-CRAFT Corp., New York has appointed Ruthrauff & Ryan, New York to handle advertising of its Heed and Sprite, new plastic bottle spray deodorants, effective April 1.

Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W - 590 Kc
WMAZ MACON 10,000 W - 940 Kc
WTOC SAVANNAH 5000 W - 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

Free Time Revolt

(Continued from page 19)

Advertising. The first six months of 1950 are the last half of the Army's fiscal year, and appropriations for that period were made before Grant took the account.

Last week Will C. Grant, owner of the agency, advised BROADCASTING that beginning next July 1, when a new $1 million Army and Air Force advertising budget goes into operation, the allocation for radio will exceed that for any other medium.

The public information office of the Dept. of Defense told BROADCASTING that 31.92% of the budget would be spent for radio—14.54% for buying time and 17.38% for production costs.

Mr. Grant said that only network time purchase would be made from the $1 million national Army-Air Force account. Local and spot purchases are up to individual Army commands throughout the country. The individual Armies have their own budgets, Mr. Grant said.

Grant's Statement

Mr. Grant asserted that the Grant agency had recommended the use of radio by the Armies and that the agency would present a package of radio ideas at a meeting with the commanders of the Armies to be held next week.

The fact that in the budget beginning next July 1 the appropriation for radio production exceeds that for radio time was seen as indicating that the Army intended little if any diminution in its production of transcribed shows for free performance on stations.

More than 1,000 stations now use such programs, it was learned. None of them is paid for the time.

One proposal of the NAB Unaffiliated Stations Committee at its Washington meeting a fortnight ago was that such programs—whether distributed by the Army or any other organization—be produced as open-end transcriptions, a device that would permit stations to include local sponsors' commercials in the shows.

It was pointed out that the practice of enlisting local advertisers to buy space in which to carry public service advertisements is universal among newspapers. Such agencies as the Treasury Dept., on behalf of Savings Bond Drives, circulate mat services to newspapers which then sell space to run them. The merchant is given a courtesy notice in the ad. The same principle could be used by stations, the Unaffiliated Stations Committee suggested.

The volume of station protests reaching Grant Advertising in Chicago, it was learned, was enough to oblige the agency to resort to a form letter with which to reply to the stations, rather than to try to answer them individually.

Write Congressmen

Stations in many parts of the country also wrote their Congressmen. A letter from John B. Browning, manager of WSPB Sarasota, to Sen. Claude Pepper (D-Fla.) was typical.

"The Army and Air Force spend thousands of dollars producing transcribed shows," wrote Mr. Browning in part, "and these shows are not worth five cents unless some radio station broadcasts them, and it has been the policy of broadcast stations, up to the present time, to run these transcribed shows free although everybody making them gets paid except the broadcasting industry.

"As far as this station is concerned we are herewith cancelling all free time given to the Army or Air Force, and I feel the radio industry throughout the United States should follow a similar move. We refuse to give away our advertising when other mediums are getting paid."

A communication received by John E. Pearson Co., New York, national station representative, advised that Indiana stations were rebelling against free time demands.

WIRE Cancels

Daniel C. Park, commercial manager of WIRE Indianapolis and secretary-treasurer of the Indiana Broadcasters Assn., telegraphed Mr. Pearson that his station was cancelling all free programs for recruiting "until such time when a proportionate share of advertising budget is diverted to radio."

"It's high time radio is recognized by such agencies as U. S. Army and the like," Mr. Park telegraphed. "WIRE is through playing the sucker role. I might add so are all Indiana radio stations."

Mr. Park's wire was a response to a communication sent to his client stations by Mr. Pearson, advising them of the discriminatory aspects of the Army budget for the first half of 1950. Mr. Pearson said:

"If any government agency or bureau has any money to spend for advertising, then radio should get a fair share of it along with printed media instead of being pressured to broadcast free of charge what the newspapers and magazines get paid for."

As station protests mounted, it was learned that Col. William G. Downs, who is one of the top officers in Army-Air Force advertising in Washington, had planned a conference with Maurice B. Mitchell, director of BAB, on the subject of appropriations to radio.

Because Mr. Mitchell will be traveling in the west for two weeks, Charles Batson, assistant director of BAB, probably will confer with Colonel Downs this week.

The issue was too hot to let boil unattended until Mr. Mitchell's return.

RICHARD DOHERTY

To Address Calif. Groups

RICHARD P. DOHERTY, NAB director of employer-employe relations, is to be guest speaker at the California Rural Area Broadcasters meeting in Santa Ana, Calif., Feb. 16. J. Clifford Lee, president of KFXM San Bernardino and president of CRAB, will preside.

With Maurice Mitchell, director of Broadcast Advertising Bureau, Mr. Doherty also is on agenda of the annual California State Broadcasters Assn. meeting to be held at Hollywood's Roosevelt Hotel Feb. 17 [BROADCASTING, Jan. 30].

WOV New York, Italian-language outlet, launches campaign to educate non-Italian listeners to use Italian food products. Announcements and station-breaks being used.

'ADD 'EM UP'

WLIO Plugs All-Day Audience

TO TRY and find out how many people actually listen all day long to WLIO East Liverpool, Ohio, Program Director Cy Newman decided to run a contest. He called it "Add 'Em Up."

At various intervals from 7:15 a.m. to 6 p.m. an announcer would say, "The number of the moment is ——." To get the correct total, the listener had to stay tuned to WLIO for 10 hours and 45 minutes a day and not miss a number. A $5 prize was offered for anyone getting the correct total.

A couple of hundred dollars had been set aside for the 10-day contest on the assumption that two or three people a day would guess the right answer. The first day's mail brought in 379 entries with 67 correct answers, station reports. This meant a giveaway of $335. WLIO feels it has proved a point for radio listenership against any other advertising media.

FCC Rules

RECODIFICATION of certain technical rules reported by FCC last December was further amended by the Commission last week to include earlier-omitted provisions relating to inspection of tower lights and associated control equipment and procedure in discontinuing station operation. Various cross references of other material also was corrected. Deadline for comments is March 8.

ROY THOMPSON

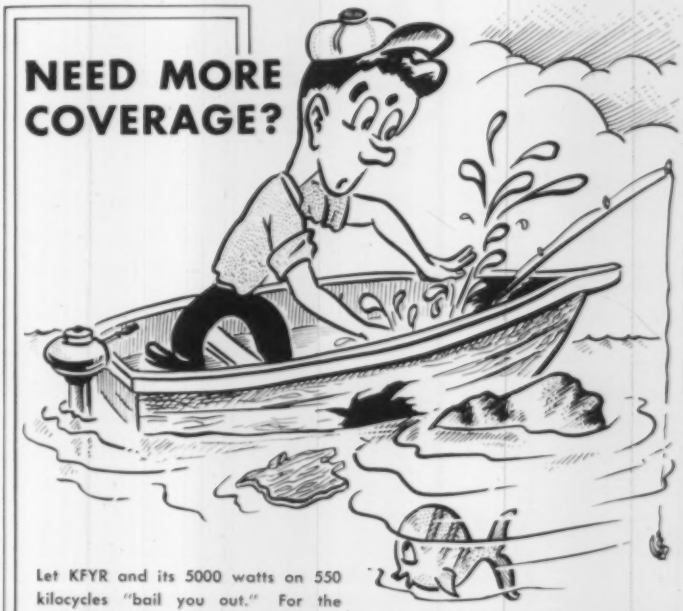
WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES



Let KFYR and its 5000 watts on 550 kilocycles "bail you out." For the seventh consecutive year North Dakota produced more than one billion dollars in agricultural wealth. Tap this reservoir of buying power through KFYR and its quarter century of listener loyalty. Ask any John Blair man for the facts.

KFYR

550 KC 5000 WATTS

NBC AFFILIATE

BISMARCK, N. DAK.

MEMBERS of the Spot Radio Clinic of the National Assn. of Radio Station Representatives fete Russell L. Harris (seated 2d l), advertising manager, American Chicle Co., guest at the NARSR January session. L to r: Seated—Henry Ringgold, Edward Petry & Co.; Mr. Harris; Fred F. Hague, George P. Hollingbery Co.; Robert Eastman, John Blair & Co.; standing—Thomas Campbell, The Branham Co.; Russell Walker, John E. Pearson Co.; William Reed, John Blair & Co.; T. F. Flanagan, managing director, NARSR, and William Wright, The Katz Agency.

Judge Is Boss

(Continued from page 19)

mittee, headed by John F. Meagher, KYSM Mankato, Minn., brought in a recommendation of $798,322 for the new fiscal year beginning April 1—roughly $100,000 above the current year.

The present income is at the rate of $664,000 annually and in the five months ended Dec. 31, 1949, revenue fell behind operating expenses by nearly $15,000. The cash on hand was about $40,000 and would be eaten up in a few months at the present pace, the committee reported.

Budget Revisions

Requests for budget from the NAB departments for the new year aggregated in excess of $900,000. Practically all of them, with exception of BAB, were revised downward to just under $800,000.

The board approved the committee's recommendations that the additional funds to meet the $800,000 budget be procured through elimination of the current 12½% discount on dues authorized last July at Portsmouth, N. H., and via an increase in the dues for active members in various classifications. These change the Small Stations (Class A) dues from $7.50 to $15 per month; Class B from $15 to $20; Class C from $20 to $25 and Class D from $30 to $35.

Elimination of the discount, it was pointed out, would yield about $87,000 at the current membership rate, while the dues increases in the lower station income brackets would produce in the neighborhood of $58,000. This all presupposes no further losses in membership.

Members of the Finance Committee who proposed the plan, drafted initially at a meeting in Washington Jan. 23-24, were Chairman Meagher; Clyde Rembert, KRLD Dallas, and Harold E. Fellows, WEEI Boston.

Increase for BAB

The committee ascribed the need for the increase to a boost of more than $72,000 for BAB; absorption of the FM Assn. in NAB, entailing about $13,500; an increase in the secretary-treasurer's budget to handle membership solicitations, and lesser items such as salary increases and building maintenance.

Mr. Hardy, in his report to the board, said that he had registered under the Lobbying Act and was working closely with Congress, the FCC and with General Counsel Don Petty. Mr. Markham said he had a number of TV projects ready for action, pending clarification of the functions of his office and the arrangement of coordinated activity with the various NAB department heads.

Speaking for the Radio, Television, and Broadcast Advertising Committees, which met in Washington a fortnight ago to advise the board on NAB structure [BROADCASTING, Jan. 16], Eugene S. Thomas, WOIC (TV) Washington, recommended that BAB be retained as a separate NAB department rather than as a separate corporate entity. He also recommended that the Radio and Television Division heads report directly to the president along with other department heads.

The board decided not to fill the district directorship vacancy created by the resignation of Robert Enoch, former manager of KTOK Oklahoma City. Jack Todd, general manager of KAKE Wichita, thus will succeed to the 12th district (Kans., Okla.) directorship at the April NAB convention since he is unopposed nominee.

TV Director-at-Large

There were only two nominations for TV director-at-large—the incumbent, Mr. Thomas, and Robert D. Swezey, WDSU-TV New Orleans. The board construed the by-laws to mean that it is not necessary to nominate two other directors for the four-way contest. Thus, Messrs. Thomas and Swezey's nominations are tantamount to election. The elections will be held this month by mail. Ballots were printed late last week.

The TV director-at-large getting the largest number of votes will serve a two-year term; the other will serve one year.

The board ruled that Charles C. Caley, WMBD Peoria, Ill., whose second term as District 9 director runs out at the 1951 NAB convention, is ineligible to run for medium station director-at-large, though he is one of the nominees [BROADCASTING, Feb. 6].

The board designated John J. Gillin Jr., president of WOW Omaha, as official NAB delegate to the Canadian Assn. of Broadcasters Convention at Niagara Falls, Ontario, March 27-30. Designated as alternate was Paul W. Morency, vice president and general manager of WTIC Hartford. Only one will attend.

New Members Admitted

The board voted to admit to membership 55 stations which had applied since the November board meeting. Of these, two were television stations and five were in the associate membership category.

Considerable time was devoted by the board to a discussion of the radio film "Lightning That Talks," produced under the auspices of the All-Radio Presentation Committee [see CLOSED CIRCUIT, page 4]. There was general dissatisfaction with the quality of the film and although no formal motion was adopted, Director Swezey was designated to consult with the network heads and with the presentation committee on possible re-editing and revamping of the picture.

While the suggestion was advanced that the project be dropped, no formal action in that direction was taken. The picture was previewed by the board Wednesday evening with BAB Director Mitchell describing the project. He explained that the print used was "in the rough" and subject to further editing. Mr. Mitchell, through BAB, is handling the bookings for the film.

Stations Joining

All members of the NAB board were present for the three-day session except Frank U. Fletcher, WARL Arlington, Va., and Mr. Caley, both of whom were tied up with FCC hearing activity in Washington. Staff members present in addition to Messrs. Miller, Mitchell, Hardy and Markham, were C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Richard P. Doherty, labor relations director; Robert K. Richards, public affairs director, and Helen Fruth, secretary to Judge Miller.

New stations whose membership applications were approved were:

WOC-TV Davenport, Iowa; WOIC (TV) Washington; KAFP Petaluma, Calif.; KALE Richland, Wash.; KBKO Portland, Ore.; KBMY Billings, Mont.; KCNA Tucson, Ariz.; KCNI Broken Bow, Neb.; KCNY San Marcos, Tex.; KCRA-AM-FM Sacramento, Calif.; KDIA Auburn, Calif.; KEIO Pocatello, Ida.; KFAL Jefferson City, Mo.; KGAR-AM-FM Garden City, Kan.

KGWA Enid, Okla.; KIVY Crockett, Tex.; KLFY LaFayette, La.; KLYN Amarillo, Tex.; KOWB Laramie, Wyo.; KPBX Beaumont, Tex.; KPMC Bakersfield, Calif.; KRCO Prineville, Ore.; KRLC Lewiston, Ida.; KROG Sonora, Calif.; KSJO-AM-FM San Jose, Calif.; KTIM San Rafael, Calif.; KUBC Montrose, Col.; KVEN Ventura, Calif.; KWBG Boone, Iowa; KXO El Centro, Calif.; KYBS (FM) Dallas; KYOU Greeley, Col.; WBLX Bedford, Va.; WCEC Rocky Mount, N. C.; WFMA (FM) Rocky Mount, N. C.; WCEN Mt. Pleasant, Mich.; WCPM Middlesboro, Ky.; WCUO (FM) Cleveland.

WEXT Milwaukee; WFGM Fitchburg, Mass.; WHAK Rogers City, Mich.; WIRY Plattsburg, N. Y.; WJER Dover, Ohio; WKLF Clanton, Ala.; WKSR Pulaski, Tenn.; WTXL W. Springfield, Mass.; WVIM Vicksburg, Miss.; WVSC Hicksville, N. Y.

Associate memberships approved—George P. Adair, Washington, and Glenn D. Gillett & Assoc., Washington, consulting engineers; General Precision Lab., Pleasantville, N. Y., and Raytheon Mfg. Co., Waltham, Mass., equipment manufacturers.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

They Say . . .

"THERE'S a bill in the U. S. Senate, No. 1847, which is designed to prohibit all advertising of alcoholic beverages across state lines. . . . The Advertising and Sales Club of Seattle strikes back, opposing SB 1847 as 'a serious threat to the freedom of the press and an unjustified restriction on newspapers, magazines and radio broadcasts moving in interstate commerce.' . . . The advertising club has a point. If it's legal to sell liquor, it's legal to advertise. . . . But we think the choice must be left, as at present, to the newspaper and the radio networks."

From an editorial in the Wenatchee (*Wash.*) Daily World.

* * *

"ONE does not need to be a lawyer to follow the clear logic of the U. S. Court of Appeals for the District of Columbia in upholding the FCC in the denial of radio licenses to the *Mansfield Journal* and the *Lorain Journal*. . . . Since the *Journal* was found to be indulging in monopolistic practices, the public interest would not have been served by granting it a license. . . .

"The FCC has in no way attempted to censor the editorial policy of the *Journal*, and it is eminently clear that freedom of information is promoted when broadcasting licenses are kept out of the hands of newspapers or other operators that (so indulge). The great principle of freedom of the press ought not to be invoked in such an unworthy cause. Newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, if a real challenge to the press arises, that they have debased their own currency."

From an editorial in The Washington Post

* * *

"THERE can hardly be any serious disagreement with the unanimous finding of the U. S. Court of Appeals that freedom of the press is not infringed by the denial of a radio license to a newspaper which seeks monopoly control of news and advertising. . . . The *Mansfield Journal* remains free to pursue all of its old policies, or any new ones equally bad. All that the (FCC) and the court have said is that it cannot do this, and at the same time operate a radio station.

"This is a sound position . . . not many publishers would refuse to publish the programs of a competing radio station, or attempt, as did the *Mansfield Journal*, to coerce businessmen who advertise over a competing radio station. . . ."

From an editorial in The Washington Evening Star

* * *

"TELEVISION is the most perplexing problem plaguing college athletic directors today. . . . 'Television is a monster,' declared one graduate manager at a recent college conference meeting. 'It is wrecking college athletic attendance and is costing colleges a heavy loss of athletic revenue.' . . . The crux of the whole thing is a matter of money. Colleges are entitled to a fair return for television rights of their athletic contests. . . . Television is a big problem for the colleges. The NCAA is wrestling with it. Many college authorities are dead set against television, others are for it. . . . The public at large is on the side of television, those who have sets and those who intend to buy sets."

From Eugene H. Russell's column in The Seattle Times.

HAIGHT ELECTED

Wilson, Haight & Welch V.P.

JESSE J. HAIGHT, former executive vice president and a member of the agency since 1926, has been elected president of Wilson, Haight & Welch Inc., Hartford and New York advertising agency. He succeeds Howard C. Wilson, founder of the firm, who will continue to be active in the business.

Arvin J. Welch, vice president, was named first vice president, and Ronald W. Donahue and Jarvis W. Mason, vice presidents, were re-elected. Mr. Welch has headed the New York office of the agency since 1945. Harlan C. Judd, account executive who has been with the agency since 1946, was elected treasurer.

CBS Dividend

CBS board of directors last week declared a cash dividend of 40 cents a share on Class A and B stock, payable next March 10 to stockholders of record at the close of business Feb. 24.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

CHARLES R. DENNY, (l), NBC executive vice president, finds Comedian Bob Hope's side comment to Robert Montgomery, movie, radio and TV star, and Niles Trammell (r), NBC's chairman of the board, highly amusing. The foursome gathered at a Stork Club party Jan. 30.

KMBC CHARGES

Recommended for Dismissal

DISMISSAL of the charges against KMBC Kansas City charging unfair labor practices was recommended Feb. 11 by Myers D. Campbell Jr., trial examiner of the National Labor Relations Board.

The case grew out of a complaint by Sherwood Durkin, announcer, that he had been discharged because of activities as AFRA shop steward. Among charges was alleged use of individual talent contracts in connection with AFRA collective bargaining.

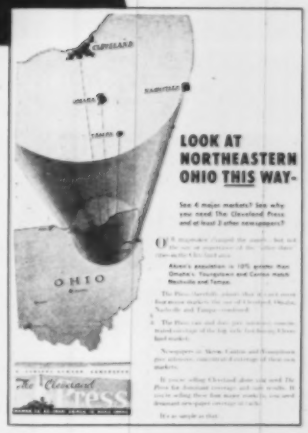
The NLRB examiner held complainant did not prove allegations against KMBC. His report cites alleged use of obscene and profane language by the employe and notes a paucity of evidence that would indicate the station restrained or coerced its employes.

Puts basic market facts at your fingertips

CONSUMER MARKETS makes basic market measurement data for every state, county and city easily get-at-able. Its 774 pages of facts and figures are so arranged that you can easily extract any single index you may want; or get a complete statistical picture of any consumer market in the U. S., U. S. Territories and Possessions, Canada, or the Philippines.

Conveniently located Service-Ads, like The Cleveland Press' shown here, supplement and expand the listed data with information about the market coverage of individual media.

"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."



▲ One of 258 Service-Ads that supplement market data listings in the 1949-1950 CONSUMER MARKETS.

If you are not using the 1949-50 Edition of CM, send for Full Explanation Folder detailing the information it makes available to you.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

Station Contracts

(Continued from page 21)

casting Stations, at the rate of 15% of net billings per month until Jan. 6, 1950.

FCC figured this would be 70% of net earnings, or more than $300,000, which it thought would jeopardize the station's financial ability to operate in the public interest. WGST's license accordingly was renewed only after the school repudiated the contract.

Southern then sued, winning a judgment for $145,000 for the period from August 1945 through August 1947 in the Superior Court of Fulton County, Ga. This decision was affirmed by the Court of Appeals of Georgia, and the school appealed to the U. S. Supreme Court.

Supports School

The Commission, arguing before the Supreme Court as *amicus curiae* but in support of the school, contended its disapproval of the contract could be used by the school as a defense for failure to perform the contract.

Legal authorities took the Supreme Court's language to mean FCC should have endeavored more diligently and more patiently to make sure that the contract was mutually cancelled. The Court said:

. . . the Commission insisted that petitioner [Georgia Tech] could not be a suitable licensee unless the latter contract were given "no effect." For some reason, which has not been explained to us, the Commission was satisfied that the contract was of "no effect" when the petitioner made a unilateral disaffirmance, and it did not think it necessary to require that Southern agree to the cancellation before a license would issue.

This choice of method lay within the Commission's power. Considerations unknown to us may have dictated this procedure. Before issuing a license in similar cases, however, the Commission has successfully obtained from both parties to a contract clear and unequivocal assent to its cancellation. Indeed, the Commission might refuse to issue a license until the applicant has demonstrated that it has been freed by the state courts from the obnoxious contract.

But if the Commission was placed in a dilemma from which it had no escape, that dilemma was the inevitable result of the statutory scheme of licensing. The Commission itself has indicated to Congress that it is embarrassed by its inability to issue cease-and-desist orders, that it has at its disposal only the cumbersome weapons of criminal penalties and license refusal and revocation. But, so far as we are aware, the Commission request did not go beyond asking for power to issue a cease-and-desist order against a licensee. No power was sought against a third party. . . .

The Court accepted FCC's ruling that the payments to be made under the contract rendered the school unacceptable as a licensee. It also assumed the validity of FCC's conclusion that the school might be denied a license "because the price promised [to Southern] under the stock purchase contract permitted [Southern] to profit from their prior invalid arrangement."

Southern Broadcasting was owned by a group including Sam Pickard, former Federal Radio Commissioner and onetime CBS vice president, and Clarence Calhoun, Atlanta attorney. The group received payments from the school from the time the agreement was signed in April 1943 until it was repudiated by the school in 1945.

The Case of the SKEPTICAL BUYER

His product was home insulation—big stuff.

When a KDYL salesman said, "Let's pitch that to our big morning audience," the man was skeptical . . . but said he'd try it.

He sold three insulation jobs within a week as a direct result of a few morning spots. That's when he called the KDYL salesman and said, "Run, don't walk, down to my place so I can sign a long contract!"

Another satisfied KDYL client. And of course KDYL-TV brings the same kind of results!

KDYL
UTAH'S NBC
AM-FM-TELEVISION

Salt Lake City, Utah

National Representative: John Blair & Co.

JENCKS LEAVES NAB

Joins CBS Legal Staff

RICHARD W. JENCKS, member of the NAB legal department, has resigned to join the CBS legal staff. He will be stationed for the time being in New York. Mr. Jencks joined NAB in November 1948 after graduating from the Stanford U. School of Law where he received his LL.B. degree.

Born in 1921 in Oakland, Calif., he was educated in Oakland schools, entering the U. of California in 1938. In 1941 Mr. Jencks entered the Navy, serving 4½ years and leaving the service as a lieutenant commander. He served in Alaskan and Aleutian waters and in the Caribbean, where he commanded a small naval vessel. After the war he entered Stanford Law School.

Upcoming

Feb. 14: Sports Broadcasters Assn. dinner, Hotel Park Sheraton, New York.

Feb. 14: American Marketing Assn. radio-television group luncheon session, Hotel Shelton, New York.

Feb. 17-18: U. Minnesota Radio News Course, Minneapolis.

Feb. 19: NAB Radio News Clinic, Indianapolis Athletic Club, Indianapolis.

Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.

Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.

March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.

March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.

March 3-4: Western Radio-Television Conference, Seattle.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.

March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.

March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 29-April 1: ANA convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulphur Springs, W. Va

March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

NEWS CLINIC

NAB-Indiana Session Set

BROADCASTERS from surrounding states have been invited to attend the NAB-Indiana Radio News Clinic to be held Sunday, Feb. 19, at the Indianapolis Athletic Club, Indianapolis, by Bill Warrick, WJOB Hammond, Ind., general clinic chairman. Advance registration has passed the 50 mark.

Speakers include Courtney Smith, WEOA Evansville on the one-man news staff; Arthur C. Stringer, NAB, director of special services, on financial impact of news; Baskett Mosse, Northwestern U., on key words; Gordon Graham, WIBC Indianapolis, on the feminine side of the news; John A. Stempel, Indiana U., on radio at the university; Gilbert Forbes, WFBM Indianapolis, on TV news; Jim Miles, WBAA Lafayette, Ind., on farm news; John Gibbs WJOB Hammond, Ind., on tape tricks.

After the clinic, delegates will observe television news operations at WFBM-TV Indianapolis.

WIBS CASE

FCC Drops Revocation

FINAL DECISION to rescind FCC's order revoking the license of WIBS Santurce, P.R., was reported by the Commission Feb. 3 and authority was granted WIBS last week to change transmitter location and modify its directional antenna. WIBS is assigned 10 kw on 740 kc.

In its final ruling [BROADCASTING, Feb. 6], the Commission found that the failure of Jose E. del Valle, licensee, to report changes in his manner of financing construction of the station was not sufficient ground for revocation. FCC attributed his defaults to "poor judgment and carelessness" rather than willfulness.

FCC Assistant General Counsel Harry Plotkin, in exceptions which he had filed to the initial ruling in the case, held that "wanton willful concealment" of facts justified revocation. The Commission concluded this finding was not supported by the evidence.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Beacon

DADDY'S LITTLE GIRL

On Records: Phil Regan—Vic. 20-3550; Henry Jerome—Lon. 602; Pedro Vargas—Vic. 23-1418; Dick Todd—Rainbow 80088; Al Oxenford—Bux-Mart 1147; Mills Brothers—Dec. 24872; Dick Jurgens—Col. 38711; Bob Eberly—Coral 60158; Ray Smith—Col. 20670; Phil Reed—Dance-Tone 448; Skitch Henderson—Cap. 850; Eddy Howard—Mer. 5371; Fred Phillips—Skatin' Toons 1100.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

OKLA. SESSIONS

Doherty To Speak on Costs

RICHARD P. DOHERTY, director of NAB's Employer-Employe Relations Dept., will share the speakers' spotlight with FCC Chairman Wayne Coy at the annual U. of Oklahoma radio conference March 12-14. Mr. Doherty will speak at a Monday session on "Cost Factors in the Broadcasters' Profit Equation." Mr. Coy will address the Tuesday concluding banquet session [BROADCASTING, Jan. 30].

Sessions on sales and market problems, news, television and FM, as well as on FM and education, are listed on a partial agenda announced by Sherman P. Lawton, conference director. Speakers include:

(Sales) R. B. McAlester, KICA Clovis, N. M.; James R. Curtis, KFRO Longview, Texas; Bill Hoover, KADA Ada, Okla.; George Tarter, KCRC Enid, Okla.; (television) Roy Bacus, WBAP-TV Fort Worth; Dave Pasternak, KSD-TV St. Louis; Hoyt Andres, WKY-TV Oklahoma City, and F. M. Randolph, KOTV (TV) Tulsa. Southwestern agencies also will take part. Opening day (Sunday) of the conference will be devoted largely to demonstration broadcasts by colleges and universities.

CANADIAN BOARD

Re-elects Hackbusch Chief

R. A. HACKBUSCH, president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was re-elected president of the Canadian Radio Technical Planning Board, at its annual convention at Montreal last month. Gordon W. Olive, chief engineer of Canadian Broadcasting Corp., Montreal, was re-elected vice president, and S. D. Brownlee, secretary-treasurer of the Canadian Radio Mfrs. Assn., was re-elected secretary-treasurer.

General re-organization of the active TV committee of CRTPB was undertaken, with H. S. Dawson, television engineer of Canadian General Electric Co., Toronto, as general coordinator and J. A. Ouimet, CBC TV director, Montreal, heading the TV technical advisory committee. This group is presently preparing recommendations on Canada's frequency allocations for TV.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

IN THE BACKGROUND is the 5 kw transmitter "giveaway" by WDAY Fargo, N. D. Station presented it to the North Dakota Agricultural College's engineering department a few days after WDAY's new transmitter went into service. At the formal "giveaway" celebration are (l to r): Julius Hetland, WDAY technical supervisor; Jack Dunn, station manager; Dr. Fred S. Hultz, college's president; Ken Kennedy, WDAY program director, and Robert N. Faiman, professor. A spontaneous gesture, the giveaway idea was born on Ken Kennedy's *Tello-Test Time* program over WDAY.

CLEAR CHANNEL COMMENTS

Editorials Cited in 'Congressional Record'

CONTROVERSIAL clear channel issue has commanded interest the past fortnight in Congress and leading U. S. newspapers.

Legislators on Capitol Hill took note of the recent meeting in Cincinnati during which the Clear Channel Broadcasting Service renewed its opposition to possible foreign intrusions on U. S. broadcasting rights and cited resolutions for maintenance of the clears and for higher power to extend rural service [BROADCASTING, Jan. 23].

The subject drew space in *Congressional Record* issues of Jan. 31, Feb. 1 and 2. One took note of the CCBS meeting with reprint of an article appearing in the Cincinnati *Times-Star*. The piece, which quoted CCBS Director Ward Quaal's protest to demands of the Cuban government in Montreal last fall, was inserted by Rep. Stephen M. Young (D-Ohio).

Rep. J. Frank Wilson (D-Tex.), called attention to the Dallas *Morning-News*, which editorially observed that "rural America is dead set against any agreement" with Cuba that would permit inroads on U. S. rights. Contending that Cuba could not possibly utilize now all of the stations which it asks and that it may be merely "bargaining," the newspaper concluded:

The question of international distribution of frequencies has never been given the attention that it deserves. This country, the home of radio-broadcasting development, early set up its own national domestic regulation. But the question of power and frequency beyond the jurisdiction of the FCC will require all of the official skill we have to arbitrate. Certainly everything possible should be done to strengthen our position when we come to the bargaining table.

Two rural association resolutions, favoring retention of clear channels and referred to the Senate Interstate & Foreign Commerce Committee, were singled out by Sen. Tom Connally (D-Texas), chairman of the equally powerful Foreign Relations Committee. Both stressed the need for adequate service to rural areas, and radio as an important information source.

SOAP OPERAS

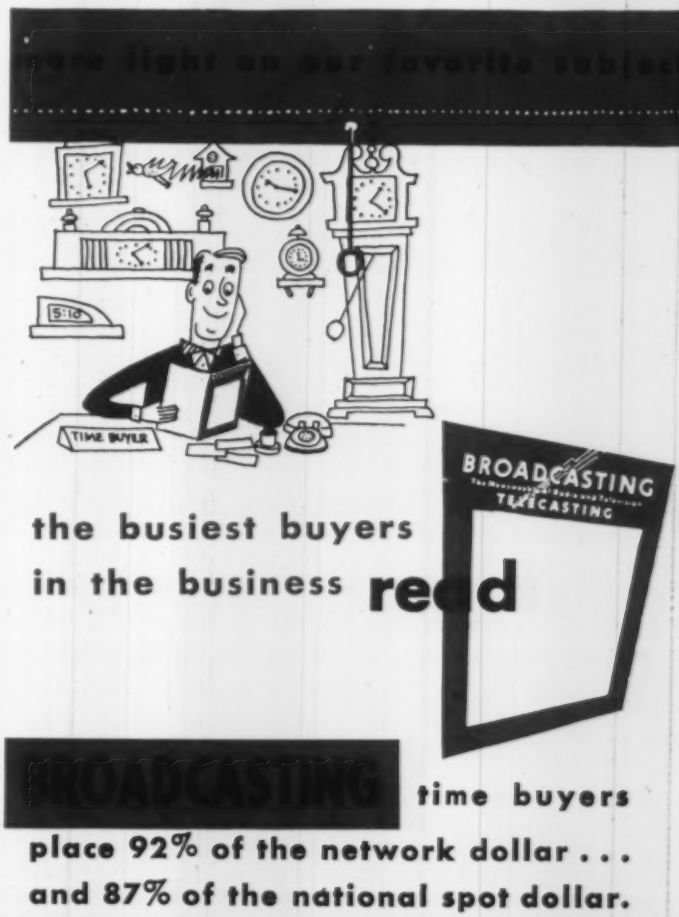
Massey Cites Ad Value

"SOAP OPERAS are pretty corny," Charles A. Massey, president of Lever Bros. Ltd., Toronto, told the Canadian Retail Federation in convention at Toronto on Feb. 2. "But," he added, "one of the cardinal points for a successful advertiser is to mistrust his own opinion when it comes to deciding what the public wants."

The public has definitely proved that soap operas attract and hold an exceptionally large audience, Mr. Massey stated, and the advertiser must give his public what it wants. He pointed out that advertising is the most economical means yet discovered of broadening the demand for a product, making mass production possible, and therefore reducing the price.

WASH (FM) Expansion

THREE persons have been added to the staff of WASH (FM) Washington, according to Hudson Eldridge, station business manager. Howard Callahan, former assistant to the chief engineer at U. S. Recording Co., becomes chief engineer. Hurley Provenson, formerly of WBCC Bethesda, Md., joins the announcing staff. Robert Best, Washington public relations counsel, has been named to direct promotion and publicity.



ACTIONS OF THE FCC

FEBRUARY 3 to FEBRUARY 10

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WIRY Plattsburg, N. Y.—License to cover CP new AM station.

License to cover CP AM station change power, frequency etc.: WTTH Port Huron, Mich.; WGAI Elizabeth City, N. C.

AM—1520 kc

WKBS Oyster Bay, N. Y.—CP to change from 1520 kc 250 w unl. to 1520 kc 1 kw unl.

AM—1430 kc

KBRC Mount Vernon, Wash.—CP AM station to change from 1430 kc 500 w D to 1480 kc 500 w unl. DA-N AMENDED to request 1430 kc 500 w unl.

AM—1140 kc

KSOO Sioux Falls, S. D.—CP new AM station to change from 1140 kc 5 kw L to 1140 kc 10 kw unl. DA-N.

AM—1260 kc

KSMI Seminole, Okla.—CP AM station to change from 1260 kc 500 w D to 1260 kc 500 w unl. DA-2.

Modification of License

WBBR Staten Island, N. Y.—Mod. license to change main studio location from Staten Island to 124 Columbia Hghts., Brooklyn, N. Y.

Modification of CP

Mod. CP new AM station for extension of completion date: WABA Aquadilla, P. R.; WNCA Aiken, S. C.; WDOK Cleveland, Ohio.

WFNS Burlington, N. C.—Mod. CP new AM station to change hours of operation etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; WRBI Blue Island, Ill.; WCAP-FM Asbury Park.

WMOX-FM Meridian, Miss.—Mod. CP new FM station to change ERP to 7.5 kw.

WLFM Pittsburgh, Pa.—Mod. CP new FM station to change ERP to 6.8 kw and studio location to Braddock, Pa.

License for CP

WBUY-FM Lexington, N. C.—License to cover CP new FM station.

WEPS Elgin, Ill.—License to cover CP new noncommercial educational FM station.

WAFM-TV Birmingham, Ala.—License to cover CP new commercial TV station.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date 5-1-50.

TENDERED FOR FILING

AM—1380 kc

WAWZ Zarephath, N. J.—CP new AM station to change from 1380 kc 5 kw-D 1 kw-N DA-N to 1380 kc 5 kw unl. DA-2.

AM—1400 kc

WFPA Fort Payne, Ala.—Mod. CP new AM station to change from 1290 kc 500 w D to 1400 kc 250 w unl.

Modification of License

KFAC Los Angeles—Mod. license to change from DA-1 to DA-N.

SSA—1460 kc

WOKO Albany, N. Y.—Request for SSA on 1460 kc 1 kw D 500 w N and SSA for aux. trans. for period not to exceed April 24, 1950.

Reinstatement of CP

WCHF New Orleans—CP to replace expired CP for new AM station on 1540 kc 50 kw-D 25 kw-N DA-N and for extension of completion date.

February 6 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WEAR Pensacola, Fla.; KRCO Prineville, Ore.

Modification of CP

WCHF New Orleans—Mod. CP new AM station for extension of completion date.

License for CP

WOIC Washington, D. C.—License to cover CP new commercial TV station.

(Continued on page 82)

RADIO-TV MEET
Western Session at Seattle

PROGRAM highlights of the third annual Western Radio-Television Conference, to be held March 3-4 in Seattle, were announced last week by Prof. Edwin H. Adams, director of radio for the U. of Washington and 1950 conference chairman. Topics to be covered at the two-day meeting include radio, television and the press; helping teachers utilize radio and television; the art of listening—and viewing; creating an effective public-service program; and what gives a program interest.

The sessions, to be held in the U. of Washington Adult Education Center Theatre, Seattle, will be supplemented by an exhibit of electronic equipment. Prof. Adams said that collateral meetings also are being arranged for members of the Assn. for Education by Radio, the National Assn. of Educational Broadcasters, and the Intercollegiate Broadcasting System. Registration fee is $3.50, with a special rate of $1 for students.

NEW BUSINESS
WNAX Reports High Level

A QUARTER-MILLION dollars worth of new spot and local business is claimed by WNAX Yankton-Sioux City, on the first lap of the new year, according to Robert R. Tincher, general manager. Mr. Tincher bases this booking on the "alertness of advertisers and their agencies to the potential of the high income agricultural areas."

He further explains that these areas are highly stable "as opposed to the stop-and-go economy of the industrial sections with their ebb and flow of labor-management strife." Mr. Tincher also points out that none of the new business included network accounts, therefore it seems "to substantiate the belief that the trend is toward spot purchase of radio time by advertisers."

World Adds 25

THE WORLD BROADCASTING SYSTEM announces 25 stations have arranged new contracts for the use of its transcribed library service. Stations are:

KCOH Houston, KFBI Wichita, Kan.; WATW Ashland, Wis.; KEXO Grand Junction, Col.; KOLN Lincoln, Neb.; KGBK Tyler, Tex.; WOW Omaha; KVOO Tulsa; KFEQ St. Joseph Mo.; WJOB Hammond, Ind.; WREN Topeka, Kan.; WJPR Greenville, Miss.; KREL, Baytown, Tex.; WOBT Rhinelander, Wis.; KTSM El Paso, Tex.; WAML Laurel, Miss.; WSAN Allentown, Pa.; WJOL Joliet, Ill.; KBOR Brownsville, Tex.; WTCO Campbellsville, Ky.; Fitzsimons General Hospital, Denver; KVMA Magnolia, Ark.; WCAX Burlington, Vt.; WGEZ Beloit, Wis.; WSPB Sarasota, Fla.

TIME worth $125,000 has been allocated by KFI Los Angeles to promotion of NBC Hollywood-originated programs. Campaign started Feb. 6. Spots are being aired 400 times during first two weeks of campaign, and 25 to 30 times per day throughout remainder of campaign.

FUND RAISERS
Hollywood Units Combi

TO ELIMINATE a succession independent fund raising appe by various charities, such as cancer fund, Red Cross and Co munity Chest, Hollywood indust leaders have organized the Radi Television - Recording Permane Charities Inc. to cover them in annual community-wide effort.

Sidney N. Strotz, administrati vice president in charge of N Western Div., is executive cha man. Earl Seaman, formerly ploitation manager of KNX Holl wood and more recently director the radio-television-recording dustries division of the 1949 Co munity Chest campaign, has be appointed comptroller and cam paign director.

On the executive committee w Mr. Strotz are George M. Balz Radio Writers Guild; John Brow AFRA; Everett Crosby, presiden Bing Crosby Enterprises Inc.; Ph Fischer, MMPA; Robert O. Reyn olds, vice president and genera manager, KMPC Los Angeles Larry Shea, Artists Services Inc. Don Tatum, vice president, De Lee Broadcasting System; Wayn Tiss, vice president, BBDO; Glen Wallichs, president, Capitol Re ords Inc.

MONTANA GROUP
Forms and Elects Officers

ARTICLES of incorporation were adopted and new officers elected at a recent meeting of Montana stations. Present membership in the new corporation titled, Montana Radio Stations Inc., includes 22 of 24 stations operating in the state it was announced.

The organization's new officers are: Cedor Aronow, KIYI Shelby, president; Paul McAdam Livingston, vice president; Marion L. Dixon, KGVO Missoula, secretary-treasurer.

WNYC New York is offering 20 public concerts during its 11th annual American Music Festival, Feb. 12-22.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

KAKC TULSA, OKLA.

PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
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FCC Actions

(Continued from page 80)

Applications Cont.:

TENDERED FOR FILING

AM—910 kc

KLCN Blytheville, Ark.—CP AM station to change from 900 kc 1 kw D to 910 kc 1 kw-D 100 w-N.

APPLICATION RETURNED

KWEW Hobbs, N. M.—RETURNED Feb. 6, application for license to cover CP for increase in power etc.

February 7 Decisions . . .

BY THE SECRETARY

Donald Lewis Hathaway, Casper, Wyo.—Granted license new remote pickup KOA-743.

KQV-FM Pittsburgh, Pa.—Granted license new FM station; Chan. 251 (98.1 mc) 20 kw; 475 ft.

Caprock Bcstg. Co., Lubbock, Texas—Granted CPs for new remote pickups KKB-979, KA-5729.

KOB-TV Albuquerque, N. M. — Granted mod. CP for extension of completion date to 5-1-50.

WNCA Aiken, S. C.—Same to 3-2-50.

WASH Washington, D. C.—Same to 8-3-50.

WFRO Fremont, Ohio—Granted license new AM station; 900 kc, 500 w D DA.

WDBC Escanaba, Mich.—Granted license change in frequency, etc.

WHSC Hartsville, S. C.—Granted license install new vertical ant.

KWWL Waterloo, Ia.—Granted license change in frequency, etc.

WSIR Winter Haven, Fla.—Granted mod. license to change studio location.

KFXJ Grand Junction, Col.—Granted CP install new trans.

KBMN Bozeman, Mont. — Granted mod. CP approval of ant., trans. and studio locations.

KNED McAlester, Okla. — Granted mod. CP approval of ant. and trans. location and specify studio location.

KGLN Glenwood Springs, Col. — Granted mod. CP approval ant. and trans. location.

KVTT Dallas, Tex.—Granted mod. CP make changes in ant. system.

KMOD Modesto, Calif—Granted mod. CP change type trans. and specify studio location.

WCUE Akron, Ohio—Granted mod. CP change type trans. and specify studio location.

WKY-TV Oklahoma City, Okla.—Granted license new commercial TV station; visual 12 kw; aural 6 kw, 935 ft.

WJIZ Hammond, Ind.—Granted license new FM station; Chan. 222 (92.3 mc) 9.3 kw, 400 ft.

WMUB Oxford, O.—Granted license new noncommercial educational FM station; Chan. 201 (88.1 mc) 10 w.

WLAC Bcstg. Service, Nashville, Tenn.—Granted mod. license to change frequencies KA-5702 to 26.11, 26.45 mc.

WBZA Boston, Mass.—Granted CP to install new trans.

The Wooster Republican Printing Co., Wooster, O.—Granted CP and license new remote pickup KA-5698.

Area Bangor, Me.—Granted CP and license new remote pickup KA-3763.

Mayaguez, P. R.—Granted CP for new remote pickup KA-5699.

Arizona Bcstg. Co. Inc., Area Tucson, Ariz.—Granted CP and license change frequencies to 152.87, 152.99 and 153.35 mc, and make changes in trans. KA-2247.

KSMA Santa Maria, Calif.—Granted mod. CP to change type of trans.

KTLA Hollywood, Calif. — Granted mod. CP extension of completion date to 6-1-50, subject to condition it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures Inc. et al, 334 U.S. 131.

Following were granted mod. CP's for extension of completion dates as shown: KSTP-TV St. Paul, Minn. to 9-16-50; WNAC-TV Boston to 9-1-50; KXEL-FM Waterloo, La. to 8-22-50; WWLH New Orleans, La. to 9-16-50; WWSW-FM Pittsburgh to 8-22-50; WHAT-FM Philadelphia to 8-10-50; KUOM-FM Minneapolis, Minn. to 8-23-50; KALW San Francisco to 5-10-50.

WTSP St. Petersburg, Fla.—Granted license install new trans.

WHLL Wheeling, W. Va.—Granted license new AM station; 1600 kc, 1 kw D DA.

WKNK Muskegon, Mich.—Granted license change in hours etc.

KAKC Tulsa, Okla.—Granted license change in frequency etc.

KONO San Antonio, Tex.—Granted mod. CP for extension of completion date to 5-12-50.

Badger Bcstg. Co., Madison, Wis.—Granted CP's and licenses for remote pickups KSA-550, KA-4109, KSA-549, KA-3129.

KCKN Bcstg. Co., Kansas City, Kan.—Granted CP and license for remote pickup KA-5671.

Commonwealth Bcstg. Corp., Norfolk, Va.—Granted CP and license for remote pickup KA-5646.

Dickinson Radio Assoc., Dickinson, N. D.—Granted CP and license for new remote pickup KA-3935.

Topeka Bcstg. Assn. Inc., Area Topeka, Kan.—Granted CP's and licenses to make changes in remote pickup KA-3098, KA-3076.

Eugene P. O'Fallon Inc., Portable-Mobile, Area of Denver, Col.—Granted CPs for remote pickups KA-5669-70.

KADA Bcstg. Inc., Ada, Okla.—Granted CPs for remote pickup KA-5648, KKC-416.

Junction City Bcstg. Co., Junction City, Kan.—Granted CP for new remote pickup KA-5645.

MARTI Inc., Cleburne, Tex.—Granted CPs for new remote pickups KA-3797, KA-2654.

Intermountain Bcstg. Corp., Salt Lake City, Utah—Granted CPs remote pickups KOA-503, KA-3893.

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Granted CP new remote pickup KA-5647.

WKAP-FM Allentown, Pa.—Granted mod. CP change studio location.

WOOK-FM Silver Spring, Md. — Granted mod. CP for extension of completion date to 7-1-50.

WISN-FM Milwaukee — Same to 8-22-50.

Following remote pickups were granted renewals on regular basis to Feb. 1, 1953: KA-5705 (form. WEOB) Ashland, Ky.; KA-5707 (form. WSGS), KA-5706 (form. WSGR) Atlanta, Ga.; KA-5708 (form. KOVY) Tucson, Ariz.; KA-5721 (form. WEKL) Reading, Pa.; KA-5719 (form. WEGP) and KA-5720 (form. WEKM) Reading, Pa.; KA-5709 (form. WATA) Ashland, Ky.; KA-2409 (form. KCNF), area San Angelo, Tex.

Following remote pickups granted temp. authority to June 1, 1950: KA-5710 WKRZ Inc. (form. WDNS) Oil City, Pa.

Following remote pickups granted renewals on regular basis to Feb. 1, 1950: KSA-953 (form. WSIA) Decatur, Ill.; KA-5575 (form. WDON) Decatur, Ill.

ACTION ON MOTIONS

By Comr. Wayne Coy

FCC General Counsel—Granted petition for extension to Feb. 9, 1950, in which to file exceptions to initial decision issued re application of KLX Oakland, Calif.

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension to Feb. 13, 1950, to file exceptions to proposed decision issued in Docket 7398 et al.

By Comr. Frieda B. Hennock

Royal V. Howard, Honolulu, Hawaii—Granted leave to amend application to specify 860 kc in lieu of 850 kc and for removal of application as amended, from hearing docket.

By Examiner Jack P. Blume

Radio St. Clair Inc., Marine City, Mich.—Granted continuance of hearing from Feb. 13 to April 13, 1950; hearing continued indefinitely.

FCC General Counsel—Granted continuance of hearing of WKCT Bowling Green, Ky. now scheduled for Feb. 7; hearing continued indefinitely.

Jennings Bcstg. Co. Inc., Jennings, La.—Granted leave to amend application to specify 1290 kc with 500 w D in lieu of 1490 kc 250 w unl. and removal of application as amended from hearing docket.

Teletronics Inc., Waycross, Ga.—Granted continuance of hearing in Dockets 9419 and 9420 from Feb. 6, to Feb. 14, 1950.

Jack P. Blume, Hearing Examiner—Upon hearing examiner's own motion, further hearing re applications of WKNX Saginaw, Mich. and WKMH Inc. Jackson, Mich. was continued from Feb. 2 to Feb. 3, 1950.

By Examiner Leo Resnick

Pioneer FM Company, Madison, Ind.—Ordered that hearing in proceeding be reconvened in Washington, D. C., Feb. 13, 1950.

M. R. Lankford, Princeton, Ind.—Granted late appearance in hearing scheduled for April 24, 1950.

By Examiner Elizabeth C. Smith

WPAQ Mount Airy, N. C.—Granted removal from hearing, now scheduled for Feb. 6, of application.

Mrs. Agnes V. Foster

MRS. AGNES V. (GILCHRIS FOSTER, wife of Elbert E. Fos WLAW Lawrence, Mass., gene manager and former media dir tor of Lever Bros., died sudde Feb. 6 at Carney Hospital, Bost In addition to her husband, she survived by two nephews. T family home is at 92 Cornell Quincy, Mass.

FCC General Counsel—Granted definite continuance of hearings application of Orville L. Jenk Quanah, Tex.; hearing is presen scheduled for Feb. 9, 1950.

By Examiner J. D. Cunningham

WSIV Pekin, Ill.—Granted con uance of hearing re application f Feb. 10, to May 10, 1950, in Washing D. C.

Kokomo Pioneer Bcstrs., Koko Ind., Chronicle Publishing Co., I and WBAT Marion, Ind.—Granted tition of Chronicle Pub. Co. Inc. joint motion of Kokomo Pioneer Bcs and Marion Radio Corp. request that date for filing proposed findin in proceeding re Dockets 9444 et al. extended to Feb. 23, 1950.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted t within which proposed findings on engineering matters in proceeding application of WCTT Corbin, Ky. m be filed be extended from Feb. 2 March 4, 1950.

KAVR Havre, Mont.—Granted co tinuance of hearing re Dockets 9 and 9422 from Feb. 20, to April 17, in Washington, D. C.

By Examiner H. B. Hutchison

WDZ Decatur, Ill.—Granted author to amend application to show slight vision in plan for financing propos construction, etc.; amendments a cepted.

Coast Bcstrs., Astoria, Ore.—Grant continuance of hearing re applicati and that of Seaside Bcstg. Co., Seasi Ore. from Feb. 28, to May 1, 1950, Washington, D. C. denied insofar as quests hearing be rescheduled to held at some future date in Portla Ore.

FCC General Counsel—Granted da for filing of proposed findings of fa and conclusions in proceeding re app cation of WWST Wooster, Ohio be e tended from Feb. 6, to Feb. 27, 1950.

By Examiner Basil P. Cooper

WMIN St. Paul, Minn.—Granted co tinuance of consolidated hearing application of WMIN and Owatonn Bcstg. Co., Owatonna, Minn. fro March 1, to May 1, 1950, at Washingto D. C.

WNAE Warren, Pa.—Granted co tinuance of hearing re application WNAE from Feb. 15, to April 17, Washington, D. C.

(Continued on page 87)

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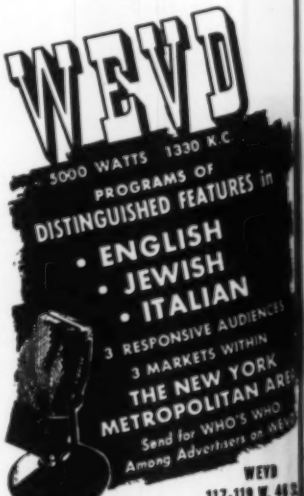


ALABAMA MEET

Date Set for March 10-11

ANNUAL spring meeting of the Alabama Broadcasters Assn. has been scheduled for March 10-11 and will be held at the Russel Erskine Hotel, Huntsville, Howard E. Pill, ABA president, announced last week. Jack Langhorne, WHBS Huntsville, has been named general convention chairman.

Registration will be held Friday morning. The convention will conclude with the annual banquet on Saturday evening. Luncheon meetings will be featured both days with morning and afternoon sessions reserved for business matters. On the agenda is the election of new officers for the fiscal year commencing in March. The full program, complete with speakers, has not yet been completed, Mr. Pill said.

FACSIMILE

AIEE Told of Flat-Scanner

AN automatic flat-scanning facsimile transmitter, which permits sending of messages from thick cards, was described by Capt. W. G. H. Finch of Finch Telecommunications Inc., at the winter meeting of the American Institute of Electrical Engineers in New York a fortnight ago. Flat-scanner renders automatic card feed more easy and efficient for the business world, Capt. Finch said.

John V. L. Hogan, of Hogan Labs, New York, at the same session said the cost of adding a multiplex facsimile channel to an FM sound station is "relatively small," as is the cost of operation and programming. He said broadcasters would enjoy a new source of income which should "more than meet" facsimile operation expense. Titus G. Leclair of Commonwealth Edison Co. was nominated to succeed James Fairman as AIEE president effective Aug. 1.

BROADCAST time of CHUM Toronto, Ont., has been lengthened one hour and 15-minutes.

Programs

OFFICIALS and principals of Chicago Symphony Orchestra are appearing on new weekly series *Your Symphony Scrapbook*, on WMAQ Chicago, Saturday, 1:30-1:45 p.m. CST. George Kuyper, manager, and Len Arnold, public relations director, discuss music, especially major work to be performed by orchestra on its Thursday and Friday concerts in next week. Each week a musician plays part of selection being discussed. Listeners are asked to send in questions and anecdotes about music, composers and musicians. Senders of material used on the air receive two main floor seats to an evening concert.

'Wax Museum'

CYLINDRICAL records, of type used on original gramophones, are basis from which Terry Cowling, originator and m.c. of *Wax Museum* on WCOP Boston, develops his show. Mr. Cowling owns 250 of the cylinders, and has asked listeners to send theirs to him for airing on show. Transcribed records are made from cylinders which feature many popular old-time entertainers.

Jackpot for Bowlers

HOUR-LONG *Bowler's Jackpot* is remote show telecast from local bowling alley by WEWS (TV) Cleveland. Program features one-game doubles match in which contestants vie for jackpot of cash and merchandise and period of bowling instruction, during which tutors attempt to make polished bowler out of beginner in 12 weeks during which show is scheduled. Show is sponsored by Dad's Root Beer in cooperation with Bowling Proprietors Assn. and features prizes contributed by national manufacturers. Television department of Ohio Adv. Agency Inc. is responsible for production.

Health News

LATEST news on last minute developments in field of medical science and fields relating to medicine and health are discussed in new weekly series on WMAL Washington, Saturday, 7 p.m. J. Edgar Caswell of District of Columbia Health Dept. presents news and acts as moderator on program. Guests are interviewed. Show covers such topics as hospital facilities available to local citizens and X-ray campaigns.

Texas Open

REPORTEDLY first simulcast originating in south Texas was carried by WOAI-AM-TV San Antonio in airing of 1950 Texas Open Golf Tournament. Three half-hour simulcasts were scheduled describing action on last two days. Simulcasts were sponsored by Ford dealers and utilized crew of 12 with three TV cameras in action.

County History

COMPLETE and factual history of Orange County, Calif., is being aired by KVOE Santa Ana. Series will last one year, and is heard Thursday, 8:30-8:45 p.m. Installments began with story of primitive Indians and will continue through coming of Spanish and American settlers to formation of towns and cities. Format is semi-dramatic narrative, utilizing musical bridges and background. Series is written by Art Sipherd, KVOE publicity director, produced by Donn Spencer, sales manager, and narrated by Bill Burrud, sports director.

Jewish Music Month

LOCAL Jewish Community Center, in cooperation with WCSC Charleston, S. C., is presenting series of programs celebrating National Jewish Music Month which began Feb. 3. On Sundays in February, programs consisting of typical liturgical and folk music, as well as Israeli music, are being aired. Narration is done by Mrs. Pearl Baum, director of women's programs for WCSC.

Legislative Music Tastes

TWO hours weekly are set aside on *Boston Ballroom*, disc show aired over WHDH Boston, by M.C. Bob Clayton, for broadcasting results of student polls on popular music favorites. State Senate Floor Leader John E. Powers heard results of polls announced, and decided to conduct similar poll among members of State Legislature, station reports. When results of poll were announced over WHDH, five representatives of the legislature were present, headed by Secretary of State.

Lesson Periods

CLASSROOM lesson is presented weekly from WAAM (TV) Baltimore in new series, *Baltimore Classroom—1950*. Programs start with entire class and teacher from kindergarten of local school conducting lesson from studios. Desks, blackboards, pictures and equipment completing classroom have been transported to WAAM. Bus brings students and teacher to studios for lesson telecast. Purpose of series is to enable parents to see how their children are educated, and to demonstrate development of child from kindergarten through high school. A class will demonstrate each phase in unrehearsed lesson.

Inquiring Parent

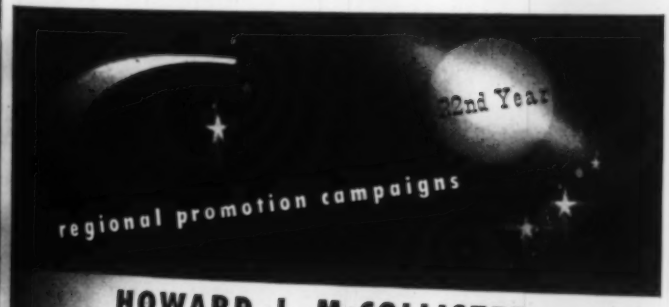
NEW series on KNBC San Francisco titled *The Inquiring Parent* is presented in cooperation with 28th district of California Congress of Parents and Teachers. Programs are made up of discussions between parents with typical problems and Dr. Luther E. Woodward, field consultant for National Committee for Mental Hygiene. Subjects vary between such topics as "Humor in the Home" through moral training and children's allowances. Series is used by PTA Study Groups as material for weekly discussions.

Tax Headache Medicine

SERIES of seven special programs to help solve annual income tax problems started on KNX Hollywood in cooperation with U. S. Treasury Dept., Internal Revenue Services. Featured in quarter-hour weekly information series is Assistant Chief Field Deputy William Schwab of Internal Revenue Dept.

Brand Names Series

A SECOND SERIES of 26 spot announcements pointing out the virtues of brand names and advertising is being distributed by major networks to their stations. The series was prepared by Brand Names Foundation Inc. and is in the same vein as the first series, distributed a year ago.



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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced combination commercial manager-salesman. Must be aggressive and willing to work. 5,000 watt network affiliate in excellent midwestern market. No floaters. Send complete information to Box 15E, BROADCASTING.

Excellent opportunity for sales minded manager to own one-third interest in midwestern station. Small amount cash required. Box 52E, BROADCASTING.

New North Carolina fulltime 250 watt small market station seeking experienced manager. Opportunity to own interest in station if proven satisfactory. Box 103E, BROADCASTING.

Salesmen

Dominant radio station in primary southwestern market with TV companion station, has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

$12,000 yearly potential plus real opportunity in future for experienced time salesman. Good guarantee until commission sales firmly established. Good account lists and strong sales backing. Established station in large central-southeastern market. Submit photograph, complete personal and business background, monthly and yearly run business records. Personal and business recommendations. Reply confidential. Box 18E, BROADCASTING.

Radio-time salesman. Experienced. Personality, dependability, initiative, ambition. Travel U. S. Own car. Represent us. Sell high-type, recommended, publicized program local sponsors. High-rate, straight commission. Excellent opportunity really good salesman. Box 44E, BROADCASTING.

Experienced salesman—aggressive, no high pressure. Permanent future to right man. Photo, background information required. Write frankly and completely. Box 70E, BROADCASTING.

Salesman with car. Local network affiliate, good secondary market in Rocky Mountain area. Salary and commission; good opportunity for producer. Box 81E, BROADCASTING.

Salesman or commercial manager for 1000 watt daytime independent in prosperous market and doing good volume of business. Salary plus percentage to right man. Car necessary. Send full information, references and photo first letter. KSCB, Liberal, Kansas.

Immediate opening salesman. Small drawing account. Mileage paid. Earnings 15 per cent. Rural territory. Southerners preferred. Bob Wolfenden, WMEV, Marion, Virginia.

Enlarging sales staff: Covering south, New England? Desire increased earnings? Write: RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Combination man with small regional station in eastern Pennsylvania. Salary —$60. Write full information giving education and experience. Good voice and good education necessary—experience not too important. Box 8E, BROADCASTING.

Experienced announcer: Large powerful, southern independent desires topflight, versatile, staff man with production sense, capable of producing and announcing a good morning show. Salary commensurate with ability plus incentive plan. (40 hr. week) No floaters. Send photo and disc to Box 73E, BROADCASTING.

Experienced announcer desiring better position in progressive independent station in Kansas college town. Must be able to do play-by-play, news, special events. Must have ticket. Salary commensurate with ability, experience. Send audition disc, tape and references. Box 75E, BROADCASTING.

Help Wanted (Cont'd)

Wanted, experienced announcer by progressive network affiliate in New England adding to its staff. Must be available for personal interview. Write full information giving education experience and photo first letter to Jim Chalmers, WEIM, Fitchburg, Mass.

Technical

Combination engineer-announcer. Must be experienced announcer. Attractive salary. Rush disc, snapshot, references to Louis N. Howard, WHIT, New Bern, N. C.

Production-Programming, others

Experienced writer: Large and powerful southern independent desires topflight experienced writer capable of assuming duties of copy chief. Salary commensurate with ability plus incentive plan. Send complete copy samples and letter to Box 74E, BROADCASTING.

Help wanted for Washington, D. C. area, typist and assistant office manager experienced radio operation. Box 111E, BROADCASTING.

Situation Wanted

Managerial

Manager and/or commercial manager. Proven sales record. 8 years experience all departments—network and independent operation. Excellent references. Box 59E, BROADCASTING.

Without managerial experience but with 10 years in all departments of broadcasting (includes five successful sales years) my boss recommends me as management material. Willing to stake my future (plus savings as capital, if you desire) on management opportunity. Box, 64E, BROADCASTING.

Available now! Experienced combination commercial manager-salesman-announcer. Young, married, sober. Excellent reason for desiring change. Can build shows, sell them and handle them. Also handle control board. References, tape recordings on request. Will travel. Box 105E, BROADCASTING.

Salesmen

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 35E, BROADCASTING.

Sales manager or salesman can produce, write, announce. College graduate, young, aggressive and know the business. Box 58E, BROADCASTING.

Experienced salesman desires change. has radio know-how. Handle promotion. College man with winning personality. Box 80E, BROADCASTING.

Why be modest? You need a salesman. I want a job! Can double as sportscaster or p. d. if necessary. Box 87E, BROADCASTING.

Salesman experienced with New York stations, familiar with promotion and market research, prefer New York area. Married, age 29, college graduate, aggressive. Best reference. Box 99E, BROADCASTING.

Three-in-one: expert salesman; fair announcer; sales-making copy. Accent on sales. Now employed but must earn minimum of $400 in midwest. Get complete details from Box 106E, BROADCASTING.

Announcers

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Call George Taylor—Birmingham 6-6172 or Bessemer, Alabama 4866J.

Situations Wanted (Cont'd)

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Sportscaster. Four years staff announcer. Good sound baseball, football, basketball knowledge. Desires play-by-play opportunity. Young single, versatile. College degree. Now employed. Disc, photo, details on request. Box 976D, BROADCASTING.

Announcer, all-round man. 5 years experience in all phases. Radio, including announcing, acting, newscasting, editing, narration. If you have opening I can fill it. Box 990D, BROADCASTING.

Combination man, good voice with emphasis on announcing. Experience limited, but willing to learn. Salary secondary. Box 996D, BROADCASTING.

Announcer, 4 years of staff experience, college graduate, married, 25. Prefer midwest and east. Box 4E, BROADCASTING.

Sports, 4 years of play-by-play, would like a heavy sports schedule year around. Married, 25. Box 5E, BROADCASTING.

Announcer, young, married, conscientious, three years experience, desires position, progressive station. Good voice, pleasing personality. Production director, leading University, M.C., fast-selling barn dance, leading southern market. Deejay, news, sports, commercials, operate console, remote, recorders. Can write and sell. Emphasis, ambition; not salary. Will travel. Box 6E, BROADCASTING.

Announcer, if you need a dependable hard working announcer, I'm available. Single, 22, college graduate. Trained all phases of radio. Box 30E, BROADCASTING.

Do you want a good all-round announcer, who excels in sports? Can you offer a decent salary and good, stable working conditions? If not, don't waste our time writing. Just as you select your employees, I reserve the right to choose my employer. I'm not looking for travel and adventure, just a good place to work and live. Box 33E, BROADCASTING.

Sports broadcaster. Baseball play-by-play. Player background. College graduate, young, single, sober, serious. Box 39E, BROADCASTING.

Play-by-play sportscaster and special events man, age 30, married, excellent references. Good voice, past record and experience will build sports dept. My station unable to carry baseball. Would like to settle in livewire sports minded town. Box 40E, BROADCASTING.

Announcer, presently employed wants change. 2 years experience. Married, definitely no floater. Best references. Prefers midwest. Box 41E, BROADCASTING.

Sportscaster, 4 years experience play-by-play. Now employed. Desires warmer climate, baseball. Disc, details, references. Also experienced program director. Box 42E, BROADCASTING.

Announcer-engineer, experienced in all phases of radio desires permanent position. Married, reliable. Box 49E, BROADCASTING.

Announcer, DJ, salesman with experience on 1000 watter, desires job on station west of Chicago, but will consider reasonable offer anywhere. Married, vet, 27, available immediately. Disc, photo, references on request. Inquiries answered promptly. Box 51E, BROADCASTING.

Newsman—Distinctive voice, delivery plus excellent educational, newspaper, radio-newswriting background. Currently editor-newscaster network affiliated FM. Seeks return large sound AM. Family, dependable. Aircheck. Box 60E, BROADCASTING.

High caliber disc jockey, 30, married, 6 years' experience. Commercially successful, excellent appearance, pleasant personality. Has own collection of 3500 records. Prefer 5 to 50 kilowatt station in metropolitan area. Salary desired $90 weekly plus talent. Box 61E, BROADCASTING.

Situations Wanted (Cont'd)

Morning personality-program direct salesman! Thoroughly experienced all capacities. College graduate, 9 years announcing, programming selling experience. Bachelor, in per health. Have good personal habits. cellent record and excellent referen Desire change to regional, metrop tan station where it is not too c Box 102E, BROADCASTING.

Attention Colorado-Kansas stations others considered. Announcer-bo operator. Thoroughly trained all ph leading New York broadcasting sch Ambitious, dependable. Need exp ence. Travel anywhere. Disc availa Box 63E, BROADCASTING.

Sportscaster-announcer with 1st c ticket. Thoroughly experienced. Y work type announcer. Outstand baseball, basketball, football play- play. High caliber special events wo Top recommendations. Box f BROADCASTING.

Combination, announcer-board ope tor. Thoroughly trained all phases. I sires position small station to gain e perience. Married, no children, Sober, reliable and willing to w hard for reasonable salary. Go a where. Disc and photo. Box 6 BROADCASTING.

Experienced—staff, play-by-play ba ball, basketball. Emceed 4 hour show. Young, married. Answer responses. Box 72E, BROADCASTIN

Experienced all phases, 25, good ne voice. Need security, advancement po sibilities. Prefer midwest, will trav disc available. Box 76E, BROADCAS ING.

Combination announcer-engineer. E cellent experience includes net a nouncing, two years program direct of key regional. Now free lance, des staff position with advancement po sibility. Box 77E, BROADCASTING.

Announcer—three years experience phases of radio including productio writing, console operation. Present employed near large metropolitan ar Box 85E, BROADCASTING.

Announcer—attended one of Ne York's leading radio schools. Instruct in all phases of radio broadcastin newscasting, sportscasting and produ ing of disc jockey shows and delivery all types of commercials. Also practic experience in the Armed Forces. E cellent voice. Box 91E, BROADCAS ING.

Experienced announcer, DJ, new caster. Proven ability to build and ho audience. Available immediately. Bo 93E, BROADCASTING.

Announcer, vet, single, 26. NBC trai ing, experienced director, write actor, willing to travel. Box 9 BROADCASTING.

Some announcing experience, know edge all phases of broadcasting an operation of consoles. Ambitious, de pendable, married, sober, G. I., resum Disc available, all offers answered Box 98E, BROADCASTING.

Hold everything—here are the two gu you've been looking for. We can s our own disc shows and sell time b sides. Cooperation is utmost with u We will work. You have only to a for a disc. Box 100E, BROADCASTIN

Announcer-technician, technical, an nouncing experience in TV. Ten yea AM announcing, control experienc Sports, news, hillbilly specialist. D. and live. Available soon. Box 101 BROADCASTING.

Announcer, 5 years top experienc heavy on news, presently employe seeks better position, metropolita center only. Box 107E, BROADCAS ING.

B. A. in Radio, first ticket, studio an recording experience, announcing, en gineering, combination. Available Ap 1st. Box 109E, BROADCASTING.

Announcer-engineer, good voice an can read, experience in 1 kw net, an 250 independent. Available immed ately. R. A. Chambers, Powe Wyoming.

Experienced announcer with first cl ticket available immediately, $60 min mum. Ted Crowley, RFD #1, Concor N. H.

Attention! Here's your chance to g an experienced sportscaster, 1 ye play-by-play experience. Contact B French, 8817 Houston Ave., Chicago 1 Illinois.

Announcer, 1½ years experience i cluding Mutual affiliate desires positi as summer replacement within 2 mile radius of Philadelphia. Norma Morris, 5829 Woodbine Ave., Phila., Pa.

Situations Wanted (Cont'd)

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Staff announcer, professional experience Capable all phases of broadcasting. Disc. will travel. Michael Rand, 60 East 162 St., New York 57, N. Y.

Sportscaster—play-by-play all sports; color; newscaster. Jack Wilkerson, 22629 Cherry Hill, Dearborn, Michigan.

Technical

Chief engineer seeking better boss. Can assume all your technical problems in AM or FM including any directional system and any power. Also TV when and when. Experience since crystal days now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 836D, BROADCASTING.

Engineer, experienced, remotes, recordings. Console, transmitter, announcing. Desires permanent position. Box 31E, BROADCASTING.

Experienced engineer. Announcer 2 years. 1st phone. RCA grad. A-1 disc jockey, news, baseball, etc. 250 w to 50 kw. Available immediately. Box 38E, BROADCASTING.

Engineer 1st phone, telegraph, amateur, 7 years communications. No broadcast experience, very reliable. 25, married. Box 43E, BROADCASTING.

Engineer, 1st phone. Veteran, 27; 16 months transmitter. Technical school graduate, AM, FM, TV. Interested AM station. TV possibilities. Travel. Box 58E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Available immediately: Engineer, 1st phone. 2 years college, 5 years experience—installation, maintenance and operation, AM and FM transmitters and studio equipment, etc. Sober, excellent references. Desire permanent position. Box 62E, BROADCASTING.

First phone. Two radio schools. 21 months broadcasting, 15 combination. Prefer North Carolina or Florida. Anything southeast considered. Box 65E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer, 1st phone, FM and AM experience, sales training, married, 24 years old, veteran. Box 82E, BROADCASTING.

Situation wanted: March, 1950, University of Minnesota Electrical Engineering graduate desires position leading to chief engineer. Experience: 2 years 5,000 watt AM, 1 year 50 kw FM, transmitter and control operator. Available April 1, 1950. Box 83E, BROADCASTING.

Experienced chief engineer—some announcing. Sober, dependable, hard-working, married man wants permanent position south or southwest. Excellent references. Automobile. Available immediately. Box 84E, BROADCASTING.

Engineer, experienced, vet, car, married, desires position midwest or west. Box 88E, BROADCASTING.

Young man, intelligent, personable, married, first class ticket. Graduate of leading radio school, no commmercial experience. Available immediately. Box 89E, BROADCASTING.

Engineer, 1st class license, experienced 250 w, single, vet, will travel, willing worker, make offer. Box 95E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitter, control board and remote broadcasts. Single, car, preferably NYC or vicinity. Box 96E, BROADCASTING.

Veteran, 25 years of age with first class radio telephone license, seeks position, willing to travel. Box 97E, BROADCASTING.

First phone license, transmitter, console, remotes; married, car. Want to settle in northeast. Available short notice. Box 108E, BROADCASTING.

Situations Wanted (Cont'd)

Attention CP holders! I will plan and build your station quickly and economically. 11 years experience 7 stations. Family man desiring interest in station. Box 110E, BROADCASTING.

Engineer, 2½ years experience, active ham 20 years, married, car, presently employed. Desire to get permanently located in midwest. Box 114E, BROADCASTING.

Holder of 1st phone seeks position in broadcast station. American Radio & TV Inst. graduate. Edward Axelsen, 304 East 83 St., New York 28, N. Y.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Have first class license with 1 year experience as combination man. Anything permanent considered. Archie Erickson, 300 N. Thorp, Kansas City, Kansas.

Attention CP holders! Let me help you plan and build your station. 26 years experience in construction, design and operation. Avoid many of the mistakes inexperienced men make on installations. Want permanent connection with chance to buy into station. Reasonable salary. Brochure on request. Kidd, Box 229, Salida, Colorado.

First phone. Experienced AM, FM. Free to travel. Ed Southard, 2108 1st Ave. N, Birmingham, Ala. Phone 4-4638.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Need a copywriter or a program director with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Woman continuity writer. Want some air time. Can build own women's and children's shows. Civic minded. Box 32E, BROADCASTING.

Experienced young woman, versatile, attractive, desires staff position with western or intermountain station. Six years varied experience. Director women's and children's programs, traffic, music library, public service. College graduate. Good voice, good personality. Available now. Box 34E, BROADCASTING.

Thoroughly experienced producer, university graduate, over 10 years experience, hard worker, single, aggressive, proven sales records, available, desire better opportunity, no high-pressure, announcer-control operator, remotes experience. Wire, write offer, don't drink. Box 50E, BROADCASTING.

Program director-announcer, presently employed executive producer NY radio television package company, desires return to station operation. Experienced all phases radio broadcasting—4 yrs. Strong on show building, production, programming, announcing. 24. College graduate. References, disc, background furnished on request. Box 53E, BROADCASTING.

Sports director and/or sportscaster can provide the very finest coverage on the major sports. Play-by-play baseball, basketball, football is accurate, exciting, thrilling. Critics describe my work as among the nation's best. Top-notch voice. Employed, but available soon. Box 66E, BROADCASTING.

Ready to serve your station. Experienced women's commentator-copywriter. Excellent reference from last employer. Single. 24. College graduate. Radio school graduate. Opportunity for advancement more important than starting salary. Box 71E, BROADCASTING.

Experienced program director—merchandisable personality offers profitable programming, supervision, origination. Box 86E, BROADCASTING.

Situations Wanted (Cont'd)

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progressive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Continuity: Young woman with 2 years experience (15 months as copy chief) want permanent continuity position. Prefer midwest. References and samples speak louder than words. Box 104E, BROADCASTING.

Television

Production-Programming, others

Desire any position TV station. Experienced production, direction, acting, M. C., all NYC. Married, 28, reliable. Want permanence. Best references. Box 38E, BROADCASTING.

For Sale

Equipment, etc.

Slightly used, but like new and in perfect condition Gates BF-250-A FM 250 watt transmitter and Hewlett-Packard combination frequency-modulation monitor type 335B. Make offer. Box 69E, BROADCASTING.

For sale: General Radio 916A RF. bridge Federal 101-C field intensity meter, Hewlett-Packard 205AG audio signal generator, Hewlett-Packard 330B distortion analyzer. All excellent condition. Box 79E, BROADCASTING.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. Write: KOME, Tulsa, Oklahoma.

RCA 250 K transmitter, Ideco 400-ft. guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230 kc; Johnson 1 kw antenna tuner; 3 standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

WE 503B2 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 70D turntable, RCA 76B2 console. All half price or less. WAGE, Chief Engineer, Loew Bldg., Syracuse, N. Y.

Make offer FM 10 kw transmitter, WE 506 B-2 new, never uncrated cancelled construction permit. H. Edwin Kennedy, WILM, Wilmington, Del.

One Meissner AM and FM Tuner, Model #9-1091C, practically new, make us an offer. WMMW, P. O. Box 822, Meriden, Conn.

For sale! RCA 1EA—1 kw AM transmitter. Complete with tubes and spares. Excellent condition. Now in service as auxiliary. $2000. Contact William D. Mangold, Chief Engineer, WTSP, St. Petersburg, Florida.

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

Wanted to Buy

Stations

Wanted to buy, radio station in middle Atlantic area, daytimer or fulltime local, no agents. Box 113E, BROADCASTING.

Equipment, etc.

Wanted—Used FM 250 w or 1 kw transmitter and other required installation equipment. Quote price. Box 975D, BROADCASTING.

Transmitter 250 watt AM, recent standard make. Give dimensions, weight, price, age, reason for sale. Box 57E, BROADCASTING.

Wanted to buy—250 watt AM transmitter, available now, state details and price. Box 112E, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted, used turntable and pickup, recording amplifier. Write Air Mail, WSKI, Montpelier, Vt.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Miscellaneous

Experienced, capable, high-type commercial manager can buy into progressive small station in growing east coast community of 16,000. This opportunity is available to those few persons who have always wanted the advantage of ownership. Full details and pictures in confidence. Box 46E, BROADCASTING.

Help Wanted

Managerial

COMMERCIAL MANAGER

One of the Nation's top independents, located in a large midwest city, needs a commercial manager (not a desk executive). Salary plus over-ride should average about $15,000 per year. Please send full details to

BOX 90E, BROADCASTING

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Production-Programming, others

WESTERN EMCEE WANTED

Wanted, a mail-pull salesman that can sell western music. An unlimited opportunity in one of the top markets of America. The man that steps into this spot will have to be of network calibre, able to emcee live western unit as well as doing a western disc jockey show that will be carefully produced, hold an audience and sell merchandise. A tough boss to satisfy, but one that believes in paying off real talent. Position is open March 1st so need all necessary details immediately. Address

BOX 48E, BROADCASTING.

For Sale

Equipment, etc.

PATCH CORDS

6 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each. Western Electric 241A plugs. Price $2.00 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place, Brooklyn 1, New York

(Continued on page 86)

For Sale (Continued)

Used measuring equipment in excellent condition.

Federal 101-B field intensity meter, std. best. band—*$300.*

Fed. 101-C same, but later model—*$350.*

RCA 301-B H. F. field intensity meter with ant. case and vibrator pw. supply (18-125 mc) covers FM and TV low band—*$500.*

RCA 302-B audio noise meter like new —*$90.*

RCA WA-54A audio oscillator like new —*$100.*

RCA WX1A field intensity meter (50-220 mc), all TV and FM bands, factory calibrated, perf. cond.—*$1200.*

BOX 54E, BROADCASTING

YOUR OWN BUSINESS
IN PLEASANT TOWN

For the man who wants his own business for a small investment, with opportunity for good living, capital gains, this fully equipped transcribing and recording studio is ideal. Make spots, commercials, etc., for radio. Good market in 250,000 center three hours from Chicago, business growing, but must sell account health. Cash $6,000, balance terms.
Box 37E, BROADCASTING

50 KW TRANSMITTER

Composite with some spares and numerous "junkbox" items.

Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC,
San Antonio, Texas

Situations Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS · DISC JOCKIES
COMMERCIAL WRITERS · ACTORS
PRODUCERS · SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Wanted to Buy

Stations

WANTED TO BUY

Fulltime operating Florida west coast radio station—either outright or as working personnel with option to buy. Must be year 'round market of 10,000-15,000 or more population with anticipation of usual winter increase. Write

Box 47E, BROADCASTING

CKAC REQUESTS

Asks CBC Cut Commercial Ties

CKAC MONTREAL has suggested to the Royal Commission on Arts, Letters and Sciences that the Canadian Broadcasting Corp. be withdrawn, at least partially, from the commercial field.

Speaking for the owners of CKAC, Phil Lalonde, manager, told the commission that such a move would make "available to the listeners of Canada a full choice between information, education and entertainment provided by means of commercially sponsored programs (on privately-owned stations) and similar service provided on a wholly, or largely, sustaining basis." Mr. Lalonde also suggested that the Royal Commission "should favor the institution of an independently regulatory authority, whose regulations would apply to both state and private enterprise, and thus provide fair play and equality of opportunity, which is the very source of initiative in all sound business endeavor."

REPORTEDLY first radio station operated by public library in U. S., WFPL (FM), 10 watter in Louisville, will take the air officially Feb. 18.

WJBS DeLAND

New Owners Map Future

CHANGE of ownership and call letters of WJBS DeLand, Fla. (formerly WDLF), will herald improved programming and a continuation of basic services which has been offered the past 16 months, according to J. Ollie Edmunds, president of John B. Stetson U., the new owner [BROADCASTING, Jan. 30]. Station operates on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmunds pledged that WJBS would broaden its coverage of civic and public service events and broadcast many programs direct from the classrooms and auditoriums of the university, in addition to the regular MBS shows. He added that increased listening audience would make advertising time on the station more valuable. Attending the ceremony were Lyle Van Valkenburg, of New York, who relinquished station ownership, and Mayor Charles E. Tribble.

YON'S SUCCESS

WLOF Ads Bring Big Return

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That's what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just remodeled its building into a "showplace." Another furniture store was located two doors north of Mr. Yon's.

In recent years Mr. Yon had not used any advertising of consequence, and had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Colee, WLOF commercial manager. Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in "Yon's Has Lost His Lease Campaign." And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, *910 News*, for its alumni.

Disc jockey. Experienced. Must have personality and be able to do distinctive type show. Give full particulars about your past experience and salary expected. North central regional station. Box 115E, BROADCASTING.

'Mo' Too Big

WNOR Norfolk, Va., flash word at 6:45 a.m.—a f half-hour before offici notice — that the "Migh Mo," the Navy's newsmaki battleship, had shaken loo on Feb. 1 from its Ches peake Bay sandbar. The su cessful attempt that day a a previous test run were co ered by WNOR's Announcer Earl Harper, Jack Harri Paul Schafer, and Engineer Phil Stewart and Jim Tucke who were placed on the US Missouri's deck, on a privat power launch and on shor Station interrupted one d scription for a message fro its sponsor—a trucking fir —which admitted the com pany couldn't move the "Bi Mo" but would be delighte to help Norfolk civilians an Navy personnel to move any thing "a little smaller."

KFXM STAFFERS

Strike Threat Withdr

KFXM San Bernardino, Calif., announced withdrawal of a str threat by the American Federati of Radio Artists and the Inter national Brotherhood of Electri Workers. Strike deadline had b Feb. 3.

The Don Lee-MBS affiliate sta it will continue to recognize b unions and continue to negoti for new contracts for announce and technicians. Negotiations tween the unions and the stati were deadlocked when KFI threatened to replace the four a nouncers and engineers who wo have struck, with four non-un combination men. AFRA had r quested for announcers the prese salary of $66.60 for five-day w instead of present five-and-on half-day week. IBEW had ask for engineers an hourly increa over the present salary.

Sackett Marries

SHELDON F. SACKETT, We Coast radio and newspaper own was married Jan. 30 to Elizabe Worthington, Berkeley, Calif., s cialite and former Broadway a tress. Mr. Sackett's radio a newspaper properties inclu KROW Oakland; KOOS Coos B Ore.; KVAN Vancouver, Was KRSC Seattle; the *Coos B Times*, the Alameda (Calif.) *Ill trated Press*, and the *Seat World*.

ANNOUNCER-D.J. Experienced in dis jockey, ad-lib and straight commercial announcing. Exceptional opportunity. Give complete personal resume including experience, salary expected, availability. Enclose snapshot.

WAKR, Akron, Ohio

OOD MUSIC PLEDGES

Chicago Group To Give Support to WXRT (FM)

ORE than $3,000 was pledged d donated by the Citizens Com- ittee For Better Music in Chi- go for purchase of time on XRT (FM) Chicago two days er the group's organization eting Feb. 3. Directors of the mmittee, to which Chicagoans are bscribing for a minimum of $10 year, hope to collect a total of 0,000 before the year ends. All this is to be allocated to buying me on WXRT.

Five hundred Chicagoans at- nded the initial rally at the nickerbocker Hotel, when Tempo- ry Chairman Sydney J. Harris, *hicago Daily News* columnist, tlined the group's purposes. He as later elected a permanent ard member, along with Munici- l Court Judge George Quilici and ra Reine, executive secretary of e Chicago Coal Dealers Assn.

WXRT First Project

The committee, to which anyone ay belong for the $10 fee, has reed to subsidize numerous ef- rts fostering classical music, first which is sponsorship of fine usic on WXRT, FM affiliate of SBC. It hopes that purchase of me at card rates will encourage onsorship of classical music ows by commercial firms. Basic ourly rate for Class A or evening me is $75.

WXRT was chosen from among veral independent FM outlets in hicago because of its classical rogramming and its need for com- ercial shows. Other stations are pected to be aided by the com- ittee in the future. Robert Mil- r, WXRT manager, appeared at e Knickerbocker meeting to ac- pt the committee's proposal.

Public subsidy of WXRT, a pri- ate commercial station, was an utgrowth of a *Chicago Daily News* olumn written by Mr. Harris, who uggested that persons appreciа- ive of good music should be willing o support it financially.

Although the planning commit- tee did not meet with the FM Broadcasters of Chicagoland in ad- vance of the first meeting, mem- bers of the latter group are re- ported to be sympathetic to the music group's goals. At a meeting Tuesday morning, the FM broad- casters heard a report of the pro- posed sponsorship from Mr. Miller and elected him a member of the board.

WXRT will be given a year's support, during which time it will be expected to become self-suffi- cient, Mr. Harris said.

In The Public Interest

Record Players for Children

MARTIN BLOCK, m.c. of WNEW New York's *Make Believe Ball- room* show, conducted a campaign recently for record players to be used in the Children's Wards of the 18 New York City hospitals. The shortage of players was relieved when Mr. Block received 65 record players from his listeners.

For Safety

DIVERSIFIED campaign was con- ducted by WWBZ Vineland, N. J., during that city's safety effort. Spot announcements, window dis- plays and a loudspeaker carrying safety messages from an airplane piloted by Fred Wood, station's manager, were used. Prizes were given by station to children writing the best safety essays, and over 5,000 buttons promoting the cam- paign were distributed in WWBZ's immediate coverage area.

BRAND Names Foundation will be saluted at annual dinner dance of Philadelphia Club of Advertising Women, Feb. 24.

COAST-to-coast concert tour under auspices of RCA Victor Div. of RCA will be made by NBC symphony or- chestra.

Southwest Opportunity

A 250 watt daytime independent—with LISTENER PULL PROVEN BY HOOPER! On the air two years in a city of more than 25,000 —a county of 80,000—and a HOOPER SURVEY. To PROVE it's the best buy for the advertisers! Other interests force owner to sell at a BARGAIN PRICE. This station serves a city with retail sales of over $25,000,000.00 in a retail trade area of over 150,000 people! A second city of similar size only ten miles away. Price $35,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 82)

February 7 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Mendocino Bcstg. Co., Ukiah, Calif.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1340 kc 250 w unl.

AM—1540 kc

A. H. Kovlan and J. D. Sinyard, Athens, Ohio—CP new AM station 1010 kc 250 w D AMENDED to request 1540 kc 1 kw D.

AM—790 kc

KFYO Lubbock, Tex.—CP new AM station to change from 1340 kc 250 w unl. to 790 kc 5 kw unl. DA-N AMENDED to request 790 kc 5 kw-D 1 kw-N DA-DN.

AM—1400 kc

Carl F. Knierim, Grand Coulee, Wash.—CP new AM station 1240 kc 250 w SH AMENDED to request 1400 kc.

License for CP

WKLK Cloquet, Minn.—License for CP new AM station.

WHLD Niagara Falls, N. Y.—License for CP new AM station change frequency, increase power, install DA etc.

Modification of CP

Mod. CP new AM station for extension of completion date: KOEL Oelwein, Ia.; WPRT Prestonsburg, Ky.; WVMI Biloxi, Miss.

WLEE Richmond, Va.—Mod. CP to change frequency, increase power etc. for extension of completion date.

KFEL-FM Denver, Col. — Mod. CP new FM station for extension of completion date.

KCRK Cedar Rapids, Ia.—Mod. CP new FM station to change ERP to 49.2 kw.

KANW Albuquerque, N. M.—Mod. CP for extension of completion date new noncommercial educational FM station.

License for CP

WSPD-TV Toledo, Ohio—License for CP new commercial TV station to change studio location and change ERP from 27.4 kw vis. 14.4 kw aur. to 24.5 kw vis. 12.3 kw aur.

TENDERED FOR FILING

AM—1230 kc

WGUY Bangor, Me.—CP new AM station to change from 1450 kc to 1230 kc.

Modification of License

WHOM Jersey City, N. J.—Mod. license to change studio location from Jersey City to New York.

APPLICATIONS RETURNED

License for CP

KENM Portales, N. M.—RETURNED Feb. 7 application for license for CP new AM station.

Twentieth Century-Fox of Missouri Inc. Kansas City and St. Louis, Mo.—DISMISSED Jan. 31 applications new commercial TV stations.

February 8 Decisions . . .

BY COMMISSION EN BANC

Following granted changes in presently authorized FM facilities as indicated:

KXOK-FM St. Louis, Mo.—Change in power from 16 kw to 71 kw and ant. from 415 ft. to 550 ft.

WEOL-FM Grafton, Ohio—Change in power from 48 kw to 15 kw, ant. from 285 ft. to 290 ft.

WRGA-FM Rome, Ga.—Change in power from 48 kw to 15 kw, ant. from 910 ft. to 40 ft. subject to approval of application which provides for modifying ant. system to accommodate FM ant.

KPFA Berkeley, Calif.—Change in frequency from Ch. 261, (100.1 mc) to Ch. 285, (104.9 mc.)

WLYC Williamsport, Pa.—Granted authority to remain silent for period of 30 days in order to effect reorganization.

WHBF-TV Rock Island, Ill.—Granted extension of completion date to July 9, 1950.

February 9 Decisions . . .

BY COMMISSION EN BANC

CP Granted

WIBS Santurce, P. R.—Granted CP change trans. location, change DA system; eng. cond.

Modification Granted

KAFY Bakersfield, Calif. — Granted mod. CP (which authorized change frequency, etc.), to change trans. location and make changes in authorized DA system to increase efficiency; eng. cond.

Application Denied

Rollins Bcstg. Inc., Georgetown, Del.—Denied application for CP to replace expired permit which authorized new station o.i 900 kc, 1 kw D DA on indications company was not diligent in proceeding with construction. This action without prejudice to company filing new application for same facilities.

Hearing Designated

KWOC Poplar Bluff, Mo.—Designated for hearing April 24 in Washington application to change from 1340 to 930 kc, increase power from 250 w to 1 kw, install DA-N, change trans. location and install new trans., and made WTAD Quincy, Ill., and WKY Oklahoma City parties to proceeding.

WIBR Baton Rouge, La.—Designated for hearing April 26 in Washington application for CP to change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA, and change trans. location, and made KOME Tulsa, and WJDX Jackson, Miss., parties to proceeding.

KTFS Texarkana, Tex.—Designated for hearing April 28 in Washington application for CP to change from 1400 kc 250 w unl. to 1410 kc 250 w-N 1 kw-D, install new trans. and change trans. location; made WING Dayton and WALA Mobile, parties to proceeding.

Petition Granted

Radio Reading, Reading, Pa.—Granted extension of time within which to amend application to specify trans. site and ground system, on condition that requirements of Commission's order of Dec. 8, 1949, are complied with within said extended period of time; and upon understanding that no further extensions of time in this regard will be granted to petitioner; amended said order of Dec. 8, 1949 to specify date to May 1, 1950.

Extension Denied

KELL Waxahachie, Tex.—Denied extension of time for completion of station since application merely states additional time is desired only to

(Continued on page 88)

Mr. Curt Peterson
Marschalk and Pratt
New York City

Dear Curt:

Th' Esso Reporter has been on WCHS fer 'leven years! Jest think, Curt, th' folks here in West Virginny heerd about Hitler's March inter Poland, th' third term election, Pearl Harbor, th' death uv President Roosevelt, V-E and V-J Days, an' th' Cold War—all on th' Esso Reporter on WCHS! That's quite a record, an' hit jest goes ter show what kin be done when a station does a good news job and keeps its lisseners happy! Yessir, in these here parts when folks thinks uv radio they thinks uv WCHS — an' when they thinks uv news on th' air they thinks uv th' Esso Reporter! No doubt about it, Curt, WCHS an' th' Esso Reporter is TOPS in West Virginny—an' they intends ter stay thataway!

Yrs.

Algy

WCHS

Charleston, W. Va.

Docket Actions . . .

FINAL DECISIONS

Jackson Associates, Attleboro, Mass.; and WCRB Waltham, Mass.; Massasoit Bcstg. Corp., and Taunton Radio Corp., Taunton, Mass.—Announced final decision to grant Jackson Associates new AM station on 1320 kc, 1 kw unlimited, eng. cond. at Attleboro, Mass. and granted WCRB, Charles River Bcstg. Co. increase in power from 500 w to 1 kw daytime on 1330 kc, Waltham, Mass. Denied applications of Massasoit Bcstg. Corp., and Taunton Radio Corp. both seeking 1320 kc, 1 kw daytime, at Taunton, Mass. Decision Feb. 9.

Antelope Bcstg. Co. Inc., and Antelope Valley Bcstg. Co., Lancaster, Calif.—Announced decision granting application of Antelope Bcstg. Co., for new station on 1340 kc, 250 w unlimited. Denied application of Antelope Valley Bcstg. Co. for same facilities. Decision Feb. 9.

WFEC Miami, Fla.—Announced decision denying application of Florida East Coast Bcstg. Co. to change from 1220 kc to 1230 kc and increase hours of operation from daytime to unlimited, change antenna and transmitter location. Decision Feb. 9.

Brennan Bcstg. Co., Jacksonville, Fla. and WTOC Savannah, Ga.—Petition denied to reconsider action of Dec. 6, 1949, postponing oral argument in consolidated proceeding re applications. Decision Feb. 9.

Telectronics Inc., Waycross, Ga.—Dismissed as moot petition of appeal of Telectronics Inc., from action of examiner denying motion for continuance of hearing in consolidated proceeding scheduled for Jan. 16 in re Dockets 9419 and 9420. Decision Feb. 9.

WIBS Santurce, P. R.—Announced decision rescinding order of Nov. 3, 1948 revoking license. See story this issue. Decision Feb. 3.

INITIAL DECISIONS

KIOA Des Moines, Iowa—Initial decision by Examiner P. Cooper to grant application of Independent Bcstg. Co. for construction permit to make changes in transmitting equipment and operate with two element directional antenna system during daytime; subject to condition that company will take necessary steps to eliminate possibility of overlap of contours prohibited by Commission's Standards between KIOA and KMA Shenandoah, Iowa. Initial decision Feb. 8.

KPBS and Hugh Francis McKee, Portland, Ore. — Initial decision reported by Examiner Hugh B. Hutchinson to grant applications of Benson Polytechnic School for modification of license to increase hours of operation of KPBS and construction permit to increase power from 100 w to 250 w specified hours on 1450 kc, make changes in transmitting equipment and install new antenna system; denial of application of Hugh Francis McKee for new station on 1450 kc 250 w sharing time with KPBS. Decision Feb. 8.

Lawrence Bcstg. Co., Lawrence, Kan. — Initial decision reported by Examiner Fanncy N. Litvin, to grant application of Loula Mae Harrison, executrix of estate of L. C. Harrison, for new station on 1230 kc, 500 w daytime. Site to be determined. Decision Feb. 7.

KID Idaho Falls, Ida.—Initial decision reported by Examiner Fanney Litvin to grant application of Idaho Radio Corp. to change facilities of KID from 1350 kc, 5 kw daytime, 500 w night to 590 kc, 5 kw daytime, 1 kw night, directional night; eng. cond. Decision Feb. 6.

Non-Docket Actions . . .

AM GRANT

Pryor, Okla.—Lakes Area Bcstg. Co., granted 1570 kc, 250 w day; engineering conditions. Partnership: L. L. Gaffaney, with Pryor "Daily Times Democrat", and J. B. Smith, job printer. Granted Feb. 9.

TRANSFER GRANTS

KCNY San Marcos, Tex. — Granted transfer of control of Central Bcstg. Co. licensee through purchase by Ed C. James of 67.25% interest of Charles L. Cain. Consideration $33,625. KCNY is assigned 1470 kc, 250 w daytime. Granted Feb. 9.

WABI Bangor, Me.—Granted transfer of control of Community Bcstg. Service, licensee, from Fred B. Simpson sole owner to Horace Hildreth and Murray Carpenter for consideration of $10,000. Mr. Hildreth, ex-governor of Maine is now president of Bucknell U. Mr. Carpenter is manager WABI and was formerly manager and part owner WPOR Portland, Me. WABI is assigned 5 kw on 910 kc. Granted Feb. 9.

KTXC Big Spring, Tex.—Granted assignment of license from Leonard R. Lyon to Big State Bcstg. Corp. for consideration of $10,000. Principals in new firm include Mr. Lyon, secretary treasurer and ⅓ owner; V. T. and E. W. Anderson, president and vice president, owners Anderson Music Store, 25⅔% each; Clyde E. and George T. Thomas, attorneys, 7.5% each. KTXC is assigned 1400 kc, 250 w fulltime. Granted Feb. 9.

WFEC Miami, Fla.—Granted assignment of license from Florida East Coast Bcstg. Co., licensee, to Howard D. Steere for $50,000. Mr. Steere is owner of advertising agency in Detroit. Florida East Coast is headed by Dorothy Bartell. WFEC is assigned 250 w daytime on 1220 kc. Granted Feb. 9.

WYVE Wytheville, Va.—Granted assignment of license from Dr. A. M. Gates and Robert D. Epperson d/b as Wythe County Bcstg. Co. to Dr. Gates. Mr. Epperson sells his 50% interest for $14,673. WYVE is assigned 1 kw day on 1280 kc. Granted Feb. 9.

WFUR Grand Rapids, Mich.—Granted transfer of control of Furniture City Bcstg. Corp., licensee, from Simon W. Oppenhuizen, T. F. and R. L. Vander-Mey, and William R. and G. R. Vanderwerp and Jennie Oppenhuizen to new group of 43 stockholders. New group is headed by William Kiuper and Harold Brinks as trustees and purchasers. Consideration is $60,300. WFUR is assigned 1570 kc, 1 kw day. Granted Feb. 9.

WSRK(FM) Shelbyville, Ind. — Granted acquisition of control of Shelbyville Radio Inc., licensee, from Emma S. DePrez and John C. DePrez by Emma S. DePrez. This is technical transfer involving no monetary consideration. WSRK(FM) is assigned Ch. 267 (101.3 mc). Granted Feb. 9.

KOKX Keokuk, Iowa—Keokuk Bcstg. Co. granted switch in facilities from 1310 kc, 250 w day to 1310 kc, 1 kw day, 500 w night, directional (DA-2); eng. cond. Granted Feb. 9.

New Applications . . .

AM APPLICATIONS

Beaver Dam, Wis.—Prairie Bcstg. Co. Inc. 740 kc, 250 w daytime. Estimated cost of construction $13,550. Principals in Prairie Bcstg. include: Edwin W. Erdman, radio technician, president 11.6%; Jasper J. Harwood, radio technician, vice president 5.0%; Walter T. Schlaugat Jr., engineer WFOX Milwaukee, secy-treas. 13.3%; Thomas C. Gallagher, owner Gallagher Real Estate, 10%; Arthur F. Vahovius, air technician, Air National Guard, 13.3%. Filed Feb. 7.

Crescent City, Calif.—Del Norte Bcstg. Co., 1400 kc, 250 w unlimited. Estimated construction cost $21,700. Principals include: John J. Perry, general partner El Camino Veterinary Hospital, 70% and Robert E. Grey, owner of The Sound Workshop, now in bankruptcy. Filed Feb. 7.

Hanover, N. H.—Granite State Bcstg. Co. Inc., 1400 kc, 250 w unlimited. Estimated construction cost $10,150. Granite State Bcstg. is licensee of WTSA Brattleboro Vt.; WTSV Claremont, N. H.; and WKBR Manchester, N. H. Filed Feb. 3.

Scottsboro, Ala.—Pat M. Courington, d/b as Sand Mountain Bcstg. Co., 1050 kc, 250 w daytime. Cost of construction estimated at $17,600. Mr. Courington is president and general manager and 51% owner WAVU Albertville, [illegible]. Filed Feb. 6.

FM APPLICATION

Palatka, Fla.—Palatka Bcstg. Co., 249 (97.7 mc) ERP 420 w, Class [illegible]. Estimated cost of construction $[illegible]. Palatka Bcstg. Co. is licensee of WWPF AM outlet Palatka. Filed Feb. [illegible].

TRANSFER REQUESTS

WDOV Dover, Del.—Assignment license from William Courtney [illegible] to Delaware State Capital Bcstg. Co. for $60,000. Cecil F. Freed, Reading, physician will be 100% owner stock. Dr. Freed purchases W for his son, William S. Freed, who be 1st vice president of corpora Company is presently indebted to Freed for $3,500 which he advanced organizational expenses. William Freed is employed at WEEU Read Pa. WDOV is assigned 1410 kc, 1 daytime. Filed Feb. 3.

WLYN-AM-FM Lynn, Mass.—Ac sition of control of Puritan Broad Service Inc. licensee, through purch by Theodore Feinstein of 38.2% s held by Emanuel Goldman. Mr. G man sells for $14,165. Mr. Feins presently holds 38.2% and if tran is granted will become majority st holder with 76.5%. WLYN is assig 1360 kc, 500 w daytime. Filed Feb.

KDON Santa Cruz, Calif. and K FM Salinas, Calif.—Assignment of censes of Central Coast Counties Ra Inc., and Monterey Peninsula Bro casting Co. to Salinas Newspapers parent company. Salinas Newspa Inc. will assume all assets and lia ties. KDON is assigned 1460 kc, 1 daytime, directional and KSNI (Ch. 233 (94.5 mc). Filed Feb. 6.

WABG Greenwood, Miss.—Assi ment of CP from Cy N. Bahakel John C. Love d/b as Greenwood Bro casting Co. to Cy N. Bahakel. Mr. L wishes to dissolve partnership and Bahakel buys his interest for $1 WABG is assigned 960 kc, 1 kw d time. Filed Feb. 6.

WCBA Corning, N. Y.—Assignme license from John S. Booth to We boro Corning Bcstg. Advertisers for $80,000. Principals in firm Lawrence A. Woodin, 50% ow Arcadia Theatre Co., Wellsboro, 50%; and Paul L. Carpenter, ow Carpenter's Funeral Home and M morial Studio, 50%. WCBA opera with 1 kw daytime on 1350 kc. Fi Feb. 6.

KOCS and KEDO (FM) Ontar Calif.—Assignment of license of Da Report Co. from Mrs. Jerene Appl Harnish, Carlton R. Appleby, Mrs. A nie M. Potter and Walter Axley to m partnership of same name and sto holders with exception of Mrs. Po ter. Mrs. Potter is retiring and s her 2% interest for $10,000 to Carl R. Appleby. KOCS is assigned 1510 1 kw daytime. Filed Feb. 7.

WCRA Effingham, Ill. — Transfer 210 shares of stock in Effingham Bcs Co. from William L. Thompson a Mabel L. Thompson to other stockhol ers in corporation. This is simple sto transfer involving no money and u marred by restriction save FCC a thority. WCRA is assigned 1090 k 250 w daytime. Filed Feb. 7.

KHIT Lampasas, Tex—Assignment license from Sylvester Lewis and Rob ert Easton d/b as Lampasas Bcstg. Co to new partnership of same name composed of W. R. Pierre, T. A. Newman and M. A. Frenkel. Mr. Newma owns construction and contracting, a rice drying businesses and investmen in trucks and contracting equipment Mr. Frenkel is sports director KTLW Texas City and WTAW College Statio and Mr. Pierre is station manage WTAW and general manager and pro gram director KTLW. Consideration $35,000. KHIT is assigned 1450 kc, 5 w unlimited. Filed Feb. 7.

WHIT New Bern, N. C.—Assignme of license from Coastal Bcstg. Co., L censee, to Harmon L. Duncan. Mr. Dun can will lease WHIT for $10,000 per ye with option of buying within two ca endar years. If Mr. Duncan buys sta tion, consideration will be $75,000 or i application for increase of power pre ently pending is granted by FCC, sel ing price is $80,000. Other radio inte ests of Mr. Duncan include WDU Durham, N. C., general manager an vice president, 451 sh; WGTN George town, S. C. 33⅓% interest. WHIT i assigned 1450 kc, 250 w unlimited.

Box Score

SUMMARY TO FEBRUARY 9

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,103	2,064	184		308	262
FM Stations	732	491	274	*6	50	28
TV Stations	99	33	78		350	182

* Four on the air.

* * *

CALL ASSIGNMENTS: KELY, Ely, Nev. (White Pine Broadcasting Co., 1230 kc, 250 w unlimited); KGOS Torrington, Wyo. (Joseph P. Ernst, 1490 kc, 250 w unlimited); KALI Pasadena, Calif. changed from KWKW (John H. Poole); KWKW Pasadena changed from KAGH (KAGH Inc.); KWKW-FM Pasadena changed from KARS (FM) (KAGH Inc.); WBLT Bedford, Va. changed from WBLX (Bedford Bcstg. Corp.); WMAY Springfield, Ill. (Lincoln Broadcasting Co., 970 kc 500 w-night, 1 kw daytime, directional); WNDI Montevallo, Ala. (Shelby County Broadcasting Co. 730 kc, 250 w daytime); WNES Mooresville, N. C. (Wayne M. Nelson 1350 kc, 1 kw daytime); WOND Pleasantville, N. J. (Pioneer Broadcasters Inc. 1400, 250 w unlimited).

* * *

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

FCC Actions

(Continued from page 87)

further plans for assignment of CP. If a hearing is desired it can be requested within 20 days. If hearing not requested permit will be cancelled.

Extension Granted

KULE Ephrata, Wash.—Granted extension of completion date to June 1, of CP as modified for new station.

Modification Granted

WLEE Richmond, Va.—Granted mod. CP to make changes in daytime directional pattern and change type of trans. eng. cond.

February 9 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

Royal V. Howard, Honolulu, Hawaii—CP new AM station 850 kc 250 w unl. AMENDED to request 860 kc.

AM—1230 kc

Chet L. Gonce, Reno, Nev.—CP new AM station 1230 kc 250 w unl. AMENDED to request name change to Chet L. Gonce tr/as The Voice of Reno.

License for CP

KWEW Hobbs, N. M.—License for CP increase power etc. new AM station.

WHAT Philadelphia—License for CP authorizing unlimited time with 250 w using presently licensed vertical ant.

License Renewal

Request for license renewal new AM station: KHUB Watsonville, Calif.; KPDN Pampa, Tex.

Modification of CP

KJFJ Webster City, Iowa—Mod. CP new AM station for extension of completion date.

KHSL Chico, Calif.—Mod. CP new AM station increase power, install new trans. etc. for extension of completion date.

KSUB Cedar City, Utah—Mod. CP new AM station change frequency, increase power etc. for extension of completion date.

TENDERED FOR FILING

AM—1250 kc

WMTR Morristown, N. J.—CP new AM station to change from 1250 kc 500 w daytime to 1250 kc 1 kw daytime.

1950 **February 13** 1950

Call Frazier & Peter re: Reducing TV Loss Period

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

LOAN AWARDS

Entries Close on Mar. 15

HE Alfred P. Sloan Radio Awards
Traffic Safety has announced
ht special offerings to radio and
stations, networks and spon-
s of commercial programs for
standing service to highway
ety during 1949.

Four awards are to be made for
staining, and four for commer-
lly sponsored activities. Re-
ients in the commercial category
ll be advertisers or other spon-
rs. One sustaining and one com-
rcial award will be made in each
these categories: Local radio
tions, regional or clear channel
tions, national or regional net-
rks and television. A mounted
onze plaque will be presented to
ch winner.

Deadline for nomination entries
March 15. They will be judged
a six-member jury panel made
of prominent leaders in safety,
ucation and broadcasting. Among
em are Kenneth G. Bartlett, dean,
iversity College, and director,
dio Workshop, Syracuse U., and
orge Jennings, director of radio,
icago Board of Education, and
esident, Assn. for Education by
dio. The panel will consider all
cipients of the National Safety
uncil's "public interest awards."
tries, together with sample tran-
riptions, scripts or other support-
g material, must accompany offi-
al applications and sent to Paul
nes, director of public informa-
on, National Safety Council, 20
orth Wacker Drive, Chicago 6.

GROCERY DRIVE

KFI, 200 Stores Cooperate

XTENSIVE promotional tieup
etween KFI Los Angeles and ap-
roximately 200 multiple-unit Los
ngeles area grocery stores has
en started and will continue
roughout the year.

Arrangement involves a con-
nuing series of KFI "Value
eeks" conducted jointly by the
tation and the retail groceries, all
whom do over $200 million busi-
ess annually. During these weeks
he station's leading programs ad-
ertising grocery products will
irect listeners into cooperating
tores who are supporting the pro-
otion with extensive use of seven
ifferent types of point-of-sale pur-
hase material provided by the sta-
on. KFI-advertised items will be
ut on mass display.

According to Kevin Sweeney,
FI sales and promotion manager,
he station believes the series of
romotions will produce "substan-
al sales increases" for KFI-adver-
ised products in every store. Mr.
weeney further pointed out that
millions of individual sales of gro-
ery products are made by KFI
ersonalities, programs and an-
ouncements every day," and "we
ant to make certain that these
ales are consummated at the
rocer's cash register . . ."

Milestones

► All locally-originated programs over WTIC Hartford, Conn., carried special birthday formats and network programs gave anniversary salutes, when WTIC celebrated its 25th birthday, Feb. 10. Station began with 500 w power and now has 50 kw. It is one of the six charter affiliates of NBC.

► WEFM (FM) Chicago marks its 10th anniversary this month. A special show is being offered by the station every Sunday in February.

► Second anniversary of WLWT (TV) Cincinnati was celebrated Feb. 11 by special personal appearances of the cast of NBC-TV's *Kukla, Fran & Ollie* and performances by stars of WLWT and WLW, station's AM affiliate.

► February marks the 25th year of operation by WORC Worcester, Mass. Station reports it was the first in the 100 w category to become affiliated with a major network, CBS, in 1931. WORC has been managed by Mildred Stanton for the past 10 years.

► Lowell Institute Cooperative Broadcasting Council, Boston, which presents shows over eight Boston stations, is celebrating its fourth year of broadcasting.

EXAMINER HIT

On Foreign Language Stand

CONDEMNATION of foreign language broadcasting voiced by FCC Hearing Examiner Hugh B. Hutchison was sharply rebuked in oral argument before the Commission last Monday. His conclusion—generally that foreign language shows retard Americanization processes—was given in his initial decision in the Boston proceeding to choose a successor to deleted WORL [BROADCASTING, Nov. 7, 1949].

Vigorous opposition was presented by WHOM New York, which although not a party to the proceeding, had been granted permission to participate in the argument *amicus curiae*. Similar position was taken by counsel for Joseph Solimene, one of the several applicants to whom the examiner recommended denial and whose foreign language program proposals drew the comments of the examiner. FCC's general counsel also stood by his brief opposing the foreign tongue view of Mr. Hutchison.

Pilgrim Broadcasting Co., proposed winner of the 5 kw daytime, 950 kc facilities to be assigned, and Beacon Broadcasting Co., another applicant proposed to be denied, also appeared at the argument. Other applicants receiving proposed denials were Boston Radio Co. Inc., Continental Television Corp. and Bunker Hill Broadcasting Co.

WHOM charged there was no evidence in the record to support in any way the "general derogatory language" used by Examiner Hutchison in his conclusions regarding foreign tongue programs, nor was any authority cited at any point for such views. WHOM pointed out that FCC in the past and many other high authorities have repeatedly praised the various values of such programming, both in time of war and peace. WHOM's counsel indicated FCC has never criticized the general concept of foreign language broadcasts.

COURT BAN

WMAQ Finds Disagreement

WMAQ (NBC) Chicago, battling unofficial City Council rules banning broadcast of Council proceedings, has found seven aldermen who disagree with the policy. [BROADCASTING, Feb. 6]. They went on record in favor of such broadcasts via tape at the request of WMAQ Newsman Len O'Connor, who conducts the daily *News on the Spot* show.

Mr. O'Connor, who was refused permission to tape-record a public hearing of the transportation committee Jan. 31, hopes to record interviews with 50 aldermen on the subject before the next Council meeting March 2. At that time a resolution seeking permission for stations to cover the sessions with recorders and cameras (for video) is expected to be submitted by Ald. Nicholas Bohling.

Air interviews with the seven aldermen featured their answers to: (1) What do you think of broadcasting Council proceedings? (2) Would you support a resolution permitting broadcasts? (3) Can you think of any reason why the Council should be afraid to permit broadcasts?

Rosewell On WWSW

A. K. (Rosey) ROSEWELL broadcasts Pittsburgh Pirates baseball games, at home and away, on WWSW Pittsburgh. He also conducts a morning show *Rosey Bits* on WJAS Pittsburgh. BROADCASTING reported incorrectly in its Feb. 6 issue that Mr. Rosewell broadcasts the Pirate games on WJAS.

Kobak Sr. Is Nominee

EDGAR KOBAK Sr., consultant and part-owner of WTWA Thomson, Ga., is among the nominees for a small stations NAB board post. In BROADCASTING, Feb. 6, he was incorrectly listed as his son, Edgar Kobak Jr., who is general manager of WTWA.

HARRY WISMER (standing), ABC sports director, looks over Bob Hope's shoulder at the cup awarded to the comedian as "Champion Sportsman of the Year" during Mr. Wismer's network broadcast on Feb. 4 at 6:30 p.m. Assisting on the sportscast is Air Secretary Stuart Symington (r), who had presented Mr. Hope with an Air Force citation the previous day.

NEW AM GRANT

Proposed for Lawrence, Kan.

INITIAL DECISIONS of FCC hearing examiners were reported by the Commission last week recommending one new station grant and improvements in facilities for KID Idaho Falls, Idaho; KBPS Portland, Ore., and KIOA Des Moines.

New AM outlet at Lawrence, Kan., on 1320 kc with 500 w daytime only was recommended by Examiner Fanney N. Litvin for Loula Mae Harrison, executrix of the estate of L. C. Harrison, trading as Lawrence Broadcasting Co. Mr. Harrison died in November 1948, five months after his application was filed. The grant was favored although slight mutual interference would result with KCKN Kansas City and KFH Wichita, both Kan.

Examiner Litvin also issued a recommendation to grant the application of KID to switch from 5 kw day, 500 w night on 1350 kc, directional, to 5 kw day, 1 kw night on 590 kc, directional night. The grant was favored in spite of some nighttime interference to WOW Omaha; KFXM San Bernardino, Calif., and KSUB Cedar City, Utah, because of local gains in first primary service.

Examiner Hugh B. Hutchison proposed to grant Benson Polytechnic School's KBPS increased hours of operation and power boost to 250 w from present 100 w, operating specified hours on 1450 kc. He proposed to deny bid of Hugh Francis McKee, assistant manager and technical supervisor of KGHD Missoula, Mont. The examiner favored KBPS' past performance over indefinite proposals made by Mr. McKee.

Examiner Basil P. Cooper recommended grant of KIO's request to change its daytime directional array on condition the station take steps to eliminate any overlap that might result with KMA Shenandoah, Iowa, which is prohibited by FCC's standards. KIOA is assigned 10 kw day, 5 kw night on 940 kc.

At Deadline...

COMR. JONES CASTIGATES 'ECONOMIC THINKING'

IN ATTACK on "economic thinking" in industry, FCC Comr. Robert F. Jones said in speech Thursday night that problem of "getting television to all the people" is "almost as far from solution as it was in 1941." He feared that "very little is likely to be done by industry and its eminent engineers to help us in the current hearings with this problem."

Addressing Lima (Ohio) Section of American Institute of Electrical Engineers, Comr. Jones said that "heretofore I had, for the most part, a healthy respect for the industry's technical committees." But, he said, "more recent experience with them has raised some questions in my mind as to whether or not they have that objectivity that I had always associated with the engineering and scientific profession."

"Whereas a year ago I credited the big executives with imaginative genius," he said at another point, "I now realize . . . that they have a negative approach until economic necessity drives them to pitching in and finding answers for the Commission and, of course, for themselves."

One of TV's greatest problems, he said, is "inflexibility" of standards. FCC "must be careful not to write its standards in such a way that one or two patent holders will dominate a whole portion of the broadcasting industry," he said.

FCC ASKED TO HALT TRANSIT RADIO SERVICE

PETITION filed Friday with FCC charging transit radio is contrary to "public interest" and asking Commission to halt service. Brief, prepared by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf, parallels complaints filed earlier by Transit Riders Assn. (see early story, page 24). FCC currently has TR study underway.

Petition also asks FCC to (1) rule that transit radio violates Commission rules and regulations governing station licenses; (2) announce and initiate policy of license revocation "as far as necessary;" (3) take no final action on license, renewal and permittee bids; (4) furnish attorneys with copies of contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.) franchise holder; (5) appoint public counsel to present to Commission above requests.

Attorneys charged WWDC-FM transit broadcasts violate original representations made by Capital Broadcasting Co. in application for station CP; that programs impinge on individual's "right of privacy;" and that system utilizes unauthorized supersonic device to raise volume of commercials.

HORSE RACING BILL

BILL to authorize FCC to prohibit airing of horse race odds and winners in conflict with state laws introduced in Congress by Rep. Charles E. Bennett (D-Fla.) at request of Florida Atty. Gen. Richard Irvin. Measure (HR-7233) would prohibit such broadcasts 30 minutes immediately preceding and following scheduled race. Rep. Bennett said proposal is aimed at illegal gambling operations and designed primarily to cover wire communication. TV would be included. Legislation would not outlaw such broadcasts per se unless FCC should so rule.

WMAN ASKS INJUNCTION FOR BASKETBALL RIGHTS

DECISION to be handed down Tuesday in Richland Co. (Ohio) Common Pleas Court on plea of WMAN Mansfield to enjoin local school board from allegedly discriminating against station in denying it play-by-play rights for high school basketball games.

Judge Calbfleisch told at hearing that neighboring stations in Ashland, Fostoria and Sandusky were allowed to carry games. J. M. O'Hara, WMAN president and general manager, claimed board is influenced by *Mansfield News Journal*, owned by S. A. and Isadore Horvitz. Messrs. Horvitz are defendants in anti-trust suit filed by Dept. of Justice alleging coercive practices in Lorain and Elyria, Ohio, to prevent advertisers from buying time on WEOL Elyria. U. S. District Court to open hearing of anti-trust case in Cleveland March 1.

School board received over 10,000 letters and petitions in three days protesting denial of play-by-play rights to WMAN. Board offered station four-year contract if play-by-play account were not sponsored, with automatic cancellation if any one game is missed unless for mechanical failure. Station rejected this.

CBS 1949 INCOME DOWN

NET income of CBS in 1949 reported Friday as $4,184,100, decline of $857,600 from 1948 figure. In 1949 income before Federal income taxes was $7,634,100; in 1948, $8,141,700. Federal income taxes were $3,450,000 in 1949 and $3,100,000 in 1948. Financial report is for CBS and subsidiaries, including Columbia Records Inc. Earnings per share in 1949 were $2.44, compared with $2.94 in 1948.

CENSUS WARNING

NETWORKS and movie producers asked to avoid future dramas in which census takers are impersonated. Frank R. Wilson, Census Bureau information director, reminded that all facts collected by bureau are confidential. Broadcasters and film interests asked to avoid plots that would cast suspicion on motive of genuine census enumerator, who carries credentials.

O'CEDAR IN 17 MARKETS

O'CEDAR Corp., Chicago, sponsors one-minute and 20-second TV spots this week in 17 markets for 13 weeks for new product, Sponge Mop. Agency, Young & Rubicam, Chicago.

NAB BOARD

(Continued from page 4)

Arkansas imposts suspended by Supreme Court, until new test case develops.

To provide revenue for a general manager's setup, board cut certain allocations, among them $5,000 annual contribution to Federal Radio Education Committee, and cut of Inter-American Assn. of Broadcasters from $8,400 to $4,000, with travel allotment reduced from $3,000 to $2,000.

Board at concluding session adopted resolutions commending eight veteran members who retire with April convention.

Retiring directors are Mr. McCollough; G. Richard Shafto, WIS Columbia, S. C.; Campbell Arnoux, WTAR Norfolk, Va.; Hugh B. Terry, KLZ Denver; Robert Enoch, formerly KTOK Oklahoma City; Michael R. Hanna, WHCU Ithaca, N. Y.; Henry W. Slavick, WMC Memphis; Howard Lane, WJJD Chicago.

Closed Circuit

(Continued from page 4)

economic expert, NAB board of directors ... week authorized him to undertake explora... study for possible creation of business ... visory council comprising leading indust... ists and broadcasters to appraise nat... business scene periodically. Voluntary g... would provide economic type of service ... bling broadcasters and industry alike to ... cern economic trends.

GRIESEDIECK Western Brewing Co., B... ville, Ill. (Stag Beer), through Maxon ... New York, preparing radio campaign to ... March 1. About 30 stations in 25 markets ... be used. Company will place one-minute ... chain breaks and individual programs fo... weeks.

WINSTON CHURCHILL as top speaker ... NAB convention next April? It's poss... NAB has extended invitation to Britain's ... statesman and is awaiting his pleasure. ... board at meeting last week in Chandler, A... agreed to have six top speakers only, wit... staff level reports or sessions on theory ... these are adequately covered at district m... ings.

THAT House commerce subcommittee's r... hearing may not start Feb. 20 as schedu... Subcommittee Chairman George Sadowski ... Mich.) is ill in Detroit and not expected ... this week. Additionally, some of subcommit... men would like to see color television dem... strations which also are slated Feb. 20.

MEG ZAHRT, radio and public relations d... tor of Polsky's, Akron department store w... has walked off with numerous NRDGA r... citations, shortly joins BAB at New York h... quarters as replacement for Lee Hart, no... leave.

KENYON & ECKHARDT, New York, expe... to submit another topflight comedian as ... time disc jockey to its client, Borden Co. ... place of Bob Hope, whose request for clear... from Lever Bros. to do Borden show report... turned down Friday afternoon (see st... page 20).

FEATHER in cap of Broadcast Advertis... Bureau was action last week of AAAA t... buyers' committee approving in principle N... BAB TV rate card recommendation [TE... CASTING, Nov. 21, 1949]. Committee sugges... new clause dealing with commercial time li... provide that stations would recognize that ... limit may vary in certain instances, and ... exception might be made in special cases. C... mittee will submit counter suggestions in ... days which then will go to NAB board or ... committee.

MOVE to enter suit for alleged copyright ... fringement against trade journals which h... published copyrighted BAB material with... authorization was made at NAB board meet... at Chandler last week but was tabled, t... porarily at least. Proposed motion cited ... non-BAB members were given benefit of BA... service through such alleged unauthorized p... lication. Several score purported infrin... ments were cited, some of them dealing w... "full text" reproductions.

PABST Blue Ribbon beer effective March 1 w... take over sponsorship of boxing from St. N... Arena, New York, on CBS-TV, after curre... sponsor, P. Ballantine & Son (ale & beer), b... out Feb. 22.

PAN AMERICAN coffee bureau understood ... be considering spot announcement campa... for spring. Federal Adv., New York, is agen...

XUM

A STATEMENT FROM WGAR

★

We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely . . . and free . . . over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

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These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us . . . and helps us to best serve them and our advertisers.

And there are more of both . . . listeners and advertisers . . . than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.

★

50,000 WATTS CBS **CLEVELAND**

Represented Nationally by **Edward Petry & Co.**

Radio—America's Greatest Advertising Medium

WGAR